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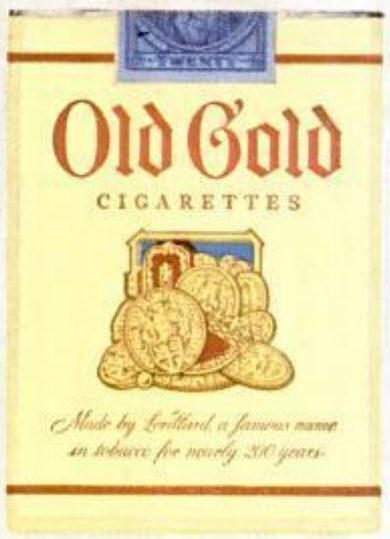


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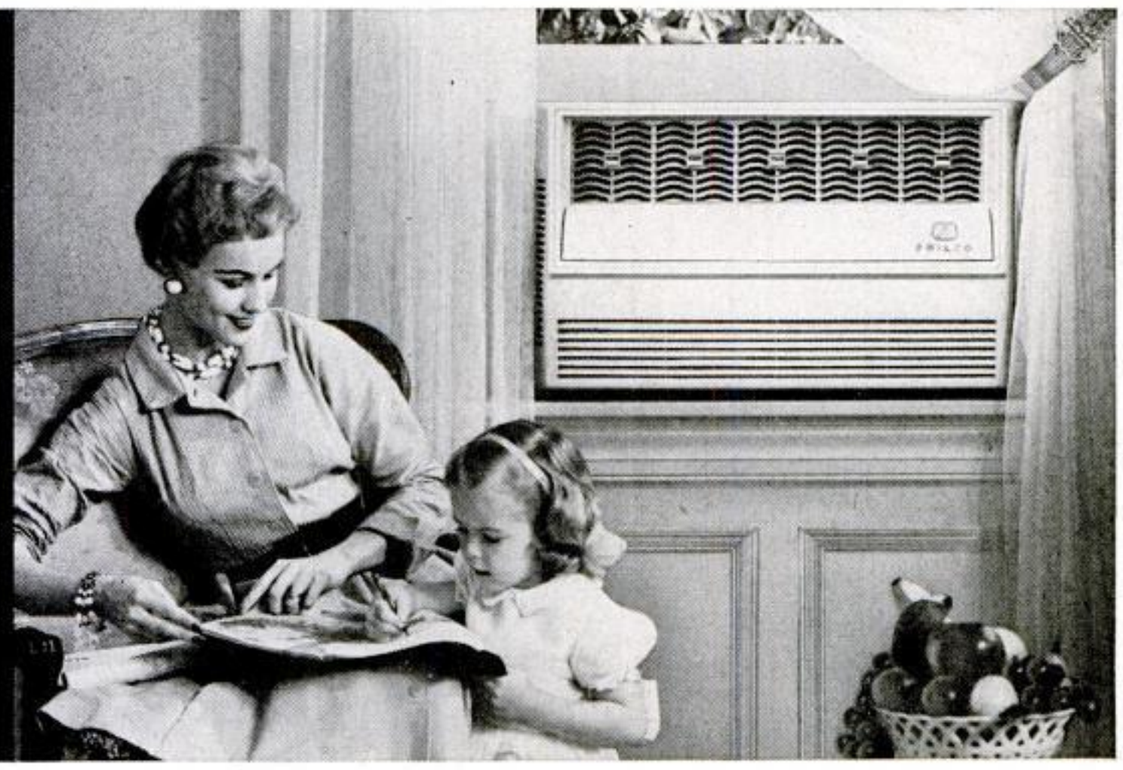
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Because PHILCO LEADS IN VALUE AND PROVEN DEPENDABILITY



New for 1954 with the Only TRUE Automatic Temperature Control

Here's the only room air conditioner that comes to you backed by a 17-year record of industry leadership. It's the new 1954 Philco with *true* Automatic Temperature Control. Instead of an out-dated thermostat that merely turns the unit off and may leave the room sticky and uncomfortable, Philco's system automatically prevents overcooling yet continues to dehumidify at all times. Nothing less can approach it for constant comfort!

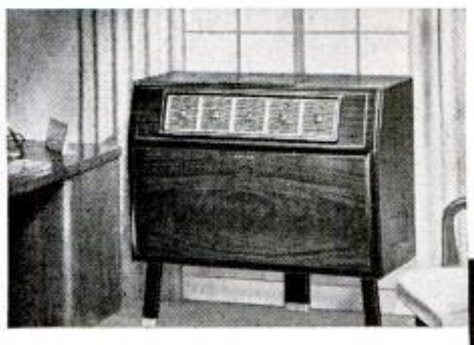
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Even more, Philco's Reverse Cycle unit *heats the same size room it cools* and *heats as fast as it cools*, as compared to other air conditioners with electric coils that heat only a corner of the room. Again it's proof that Philco leads on every count!

Don't settle for less than a Philco. Yours now, with small down payment, for as low as $2.00 A WEEK

Prices and specifications subject to change

Mounts Flush Inside Your Room. As shown above, the new Philco 86-KL is designed to take up no space in your room, yet it's also completely adjustable and can also be mounted flush with the outside building line.



New Low Price

You can own a Philco for as much as $50 less than other air conditioners with the same capacity. Philco 40-KL, with 5-year warranty only **$199.95**

Be Modern... Live Electrically!

Exclusive Consolette

Designed for casement as well as any type or size window, this Philco 1104 has the unit completely enclosed inside the room in Mahogany finish wood cabinet.



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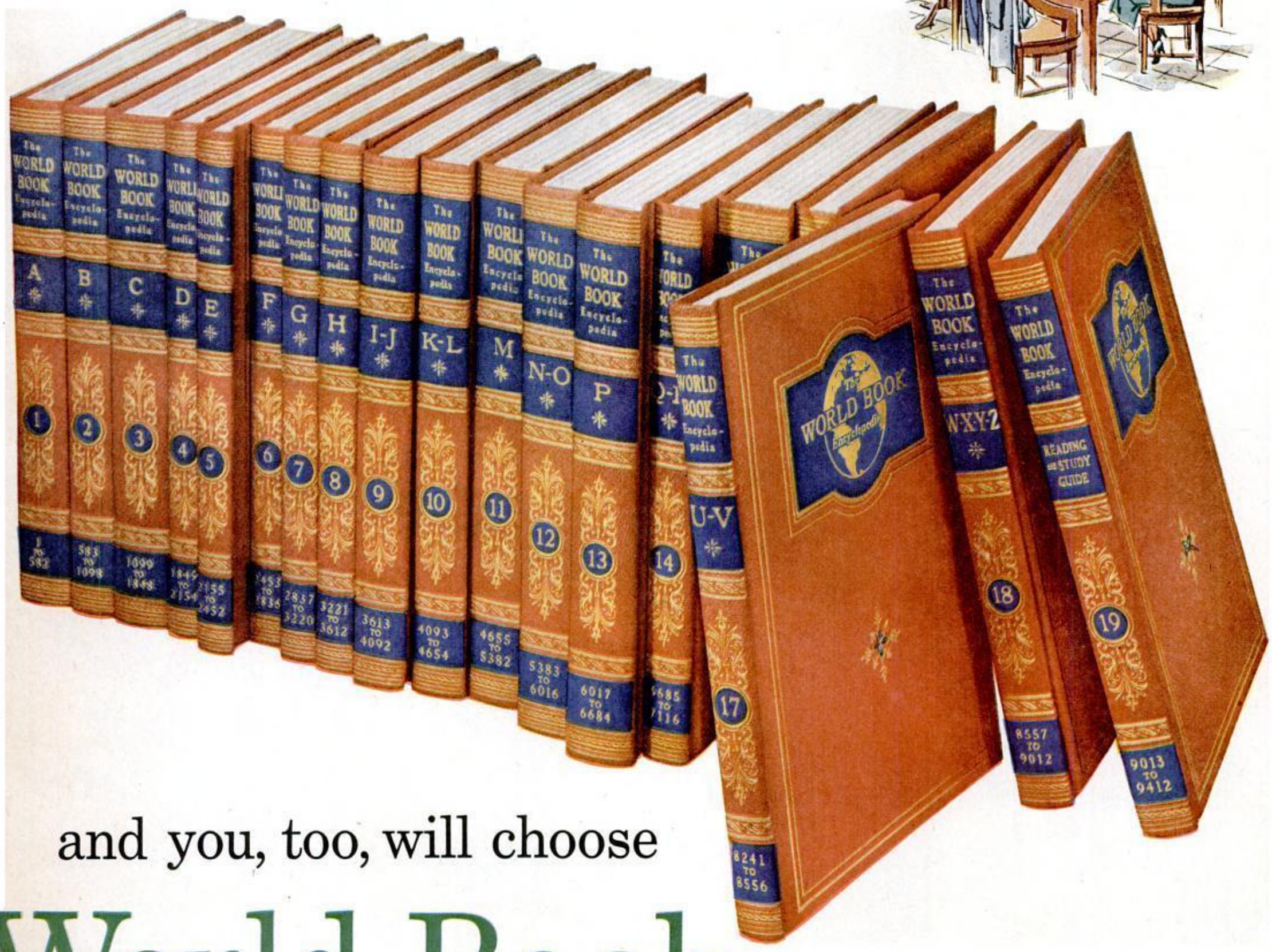
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LETTERS TO THE EDITORS

ROBERT CAPA

Sirs:

We of the First Division were deeply grieved to learn of Bob Capa's death last month ("A Great War Reporter and His Last Battle," LIFE, June 7). Bob spent many weeks with the 16th Infantry Regiment of this division during World War II. His bravery and unselfishness endeared him to all of us. . . . We regret the loss of a fine man and a fellow soldier.

1ST. LIEUT. HOWARD H. OSSERMAN

Headquarters, First Infantry Division

Sirs:

You have done a beautiful thing in paying tribute to Bob Capa. LIFE and Hemingway have made him very much alive.

BOB GOMEL

New York, N.Y.

Sirs:

. . . I first met Capa in World War II when he spent much time telling our paratroopers, "Capa is scared, you jumpers are crazy," after which he would take more chances than the brave men whose exploits he photographed.

Also fearless at cards, he was probably the world's worst and most ardent poker player. He always said, "Capa is democratic, he will lose to anybody."

BUCK DAWSON

Washington, D.C.

THE ARCTIC BARRENS

Sirs:

"The Arctic Barrens" (LIFE, June 7) is a fit counterpart to previous numbers of "The World We Live In" and will be particularly interesting to the public because this region is so little known.

CARL O. DUNBAR

Peabody Museum, Yale University
New Haven, Conn.

Sirs:

You say musk oxen stand shoulder to shoulder in a straight line to defend themselves. I thought that when attacked by wolves they stood in a circle.

JOSEPHINE WALSH

Los Angeles, Calif.



MUSK OXEN IN A LINE (TOP) AND IN A CIRCLE

● Musk oxen defend themselves in both ways. If possible they face attackers in a straight line, but when surrounded they form a circle.—ED.

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Sirs:

As an old caribou hunter, I admire your cover as a superb job of animal portraiture. The beautiful paintings and description of the lonesomeness of the tundra make me homesick for the lands of the caribou.

GEORGE H. LESSER

Johnstown, N.Y.

LESSONS OF THE HEARINGS

Sirs:

Are there two TV series on the Army-McCarthy hearings ("Lessons of the Hearings," LIFE, June 7)? There must be, for I'm certainly not getting the same reactions you are in your editorial—either intellectually or emotionally. . . .

KAY FRANCIS

Rochester, N.Y.

Sirs:

. . . The Roosevelt administration hindered the Dies investigations and now Stevens and even Eisenhower are not cooperating with McCarthy in his campaign to clean up the government. Without this patriotic man . . . where would this country be?

S. G. THIGPEN

Picayune, Miss.

Sirs:

In my 12 months' combat duty in Korea I only wish I had been able to accomplish a tenth as much as Joe has done here at home in our battle with Communism.

RAYMOND COLTON

Woonsocket, R.I.

Sirs:

Your blast at McCarthy is little short of treason. . . .

FRANK HARRIS

Boaz, Wis.

Sirs:

The Kefauver hearings lent dignity to the lawmakers. These McCarthy-Army hearings have left people contemptuous of the Senate. . . .

SALLY O'NEAL

Covington, Ky.

Sirs:

Thanks for your fine editorial on McCarthy. You said what most of us have long felt but did not dare to say.

M. WINNER

New York, N.Y.

BULLETPROOF 'LIFESAVER'

Sirs:

You show the M-59 "Lifesaver" climbing what you call a 60° slope ("A Bulletproof 'Lifesaver' for the Infantry," LIFE, June 7). Didn't you mean a 60% slope?

J. FETTER

Medway, Ohio

● LIFE meant 60% slope. A 60° slope is an incline 60° from horizontal—a rise of 173 feet over a horizontal distance of 100 feet. A 60% slope rises 60 feet over a horizontal distance of 100 feet.—ED.

VOICE FROM KOREA

Sirs:

I have just returned from Korea, and Dr. Rusk's article ("Voice from Korea: 'Won't You Help Us off Our Knees?' " LIFE, June 7) brought back sad memories. . . . You are right when you say one never leaves Korea. I hope Americans will again open up their hearts to these people—so little can do so much over there.

HUGH H. JONES JR.

Pittsburgh, Pa.

BLAST ON 'BIG BEN'

Sirs:

Please accept my sincere thanks for the splendid account ("The Big Blast on 'Big Ben,' " LIFE, June 7) of the actions of the *Bennington*'s gallant crew.

W. F. RABORN
Captain, U.S.N.

U.S.S. *Bennington*

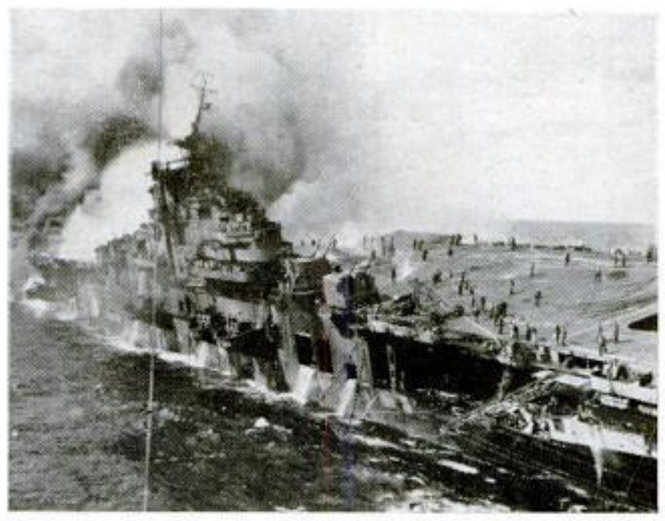
Sirs:

In your article about the disaster aboard the U.S.S. *Bennington* you referred to her as the "Big Ben." To me and many other World War II sailors there is only one "Big Ben" and that is the U.S.S. *Franklin*.

CHARLES A. CULLEN

Detroit, Mich.

● Two aircraft carriers, the *Bennington* (44,000 tons) and the *Franklin* (27,000 tons), are nicknamed "Big Ben" and both have suffered disaster. Over 700 lives were lost aboard the *Franklin* (*below*) from fires and explosions after a Japanese dive-bomber attack during the Battle of Okinawa.—ED.



ANOTHER "BIG BEN" IN TROUBLE

STAUNTON MILITARY SCHOOL

Sirs:

Congratulations to LIFE for the splendid article on Staunton Military Academy ("The Military School," LIFE, June 7). Congratulations to these gentleman-molders.

MAJOR D. E. SELLERS
Staunton, '34

Barnesville, Ga.

Sirs:

. . . You show a frightened boy being "braced" by a man twice his years over the issue of an inky blotter. What's a blotter for?

JOHN B. ROCKWELL

Daly City, Calif.

Sirs:

. . . At least when I was at Staunton we gave the boys a choice of a "stick" or a "swat" when they were caught doing something wrong. I suppose the alternative has been abandoned by the school as old-fashioned but it saved a lot of walking and only hurt for a few seconds!

JACK B. LEHMANN

New Rochelle, N. Y.

● Substituting a "swat" with a broom for "sticks" (hours of walking with a gun) was common at Staunton 15 years ago. Now swatting is strictly forbidden.—ED.

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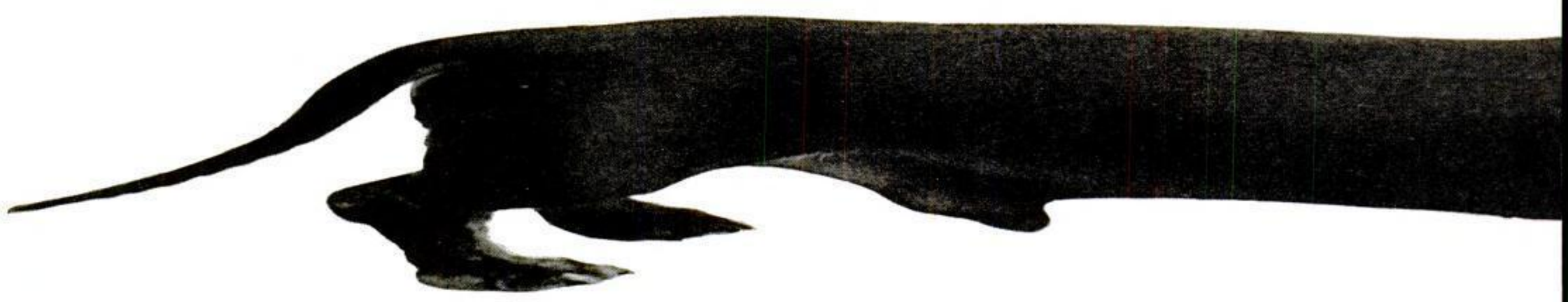
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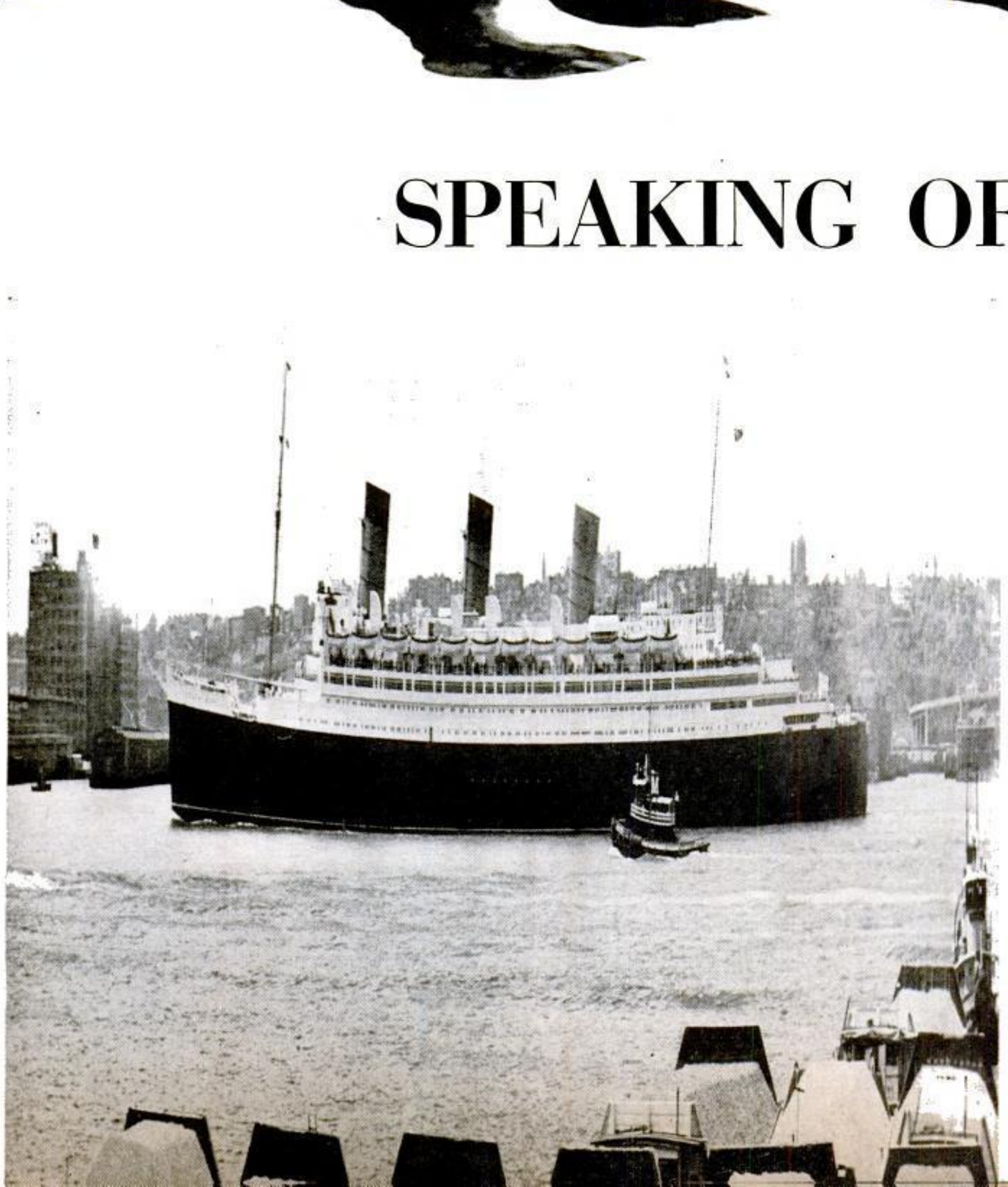
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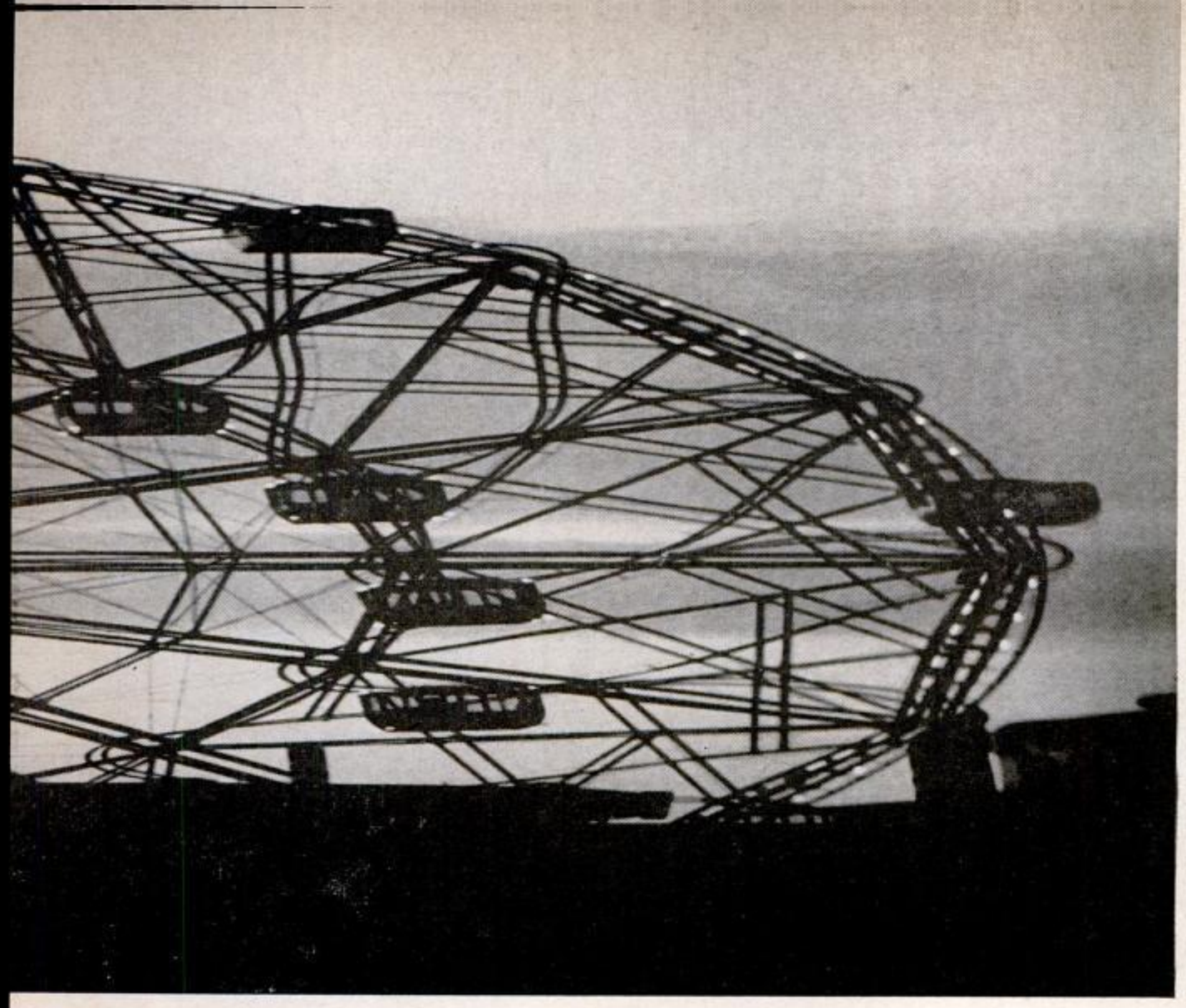
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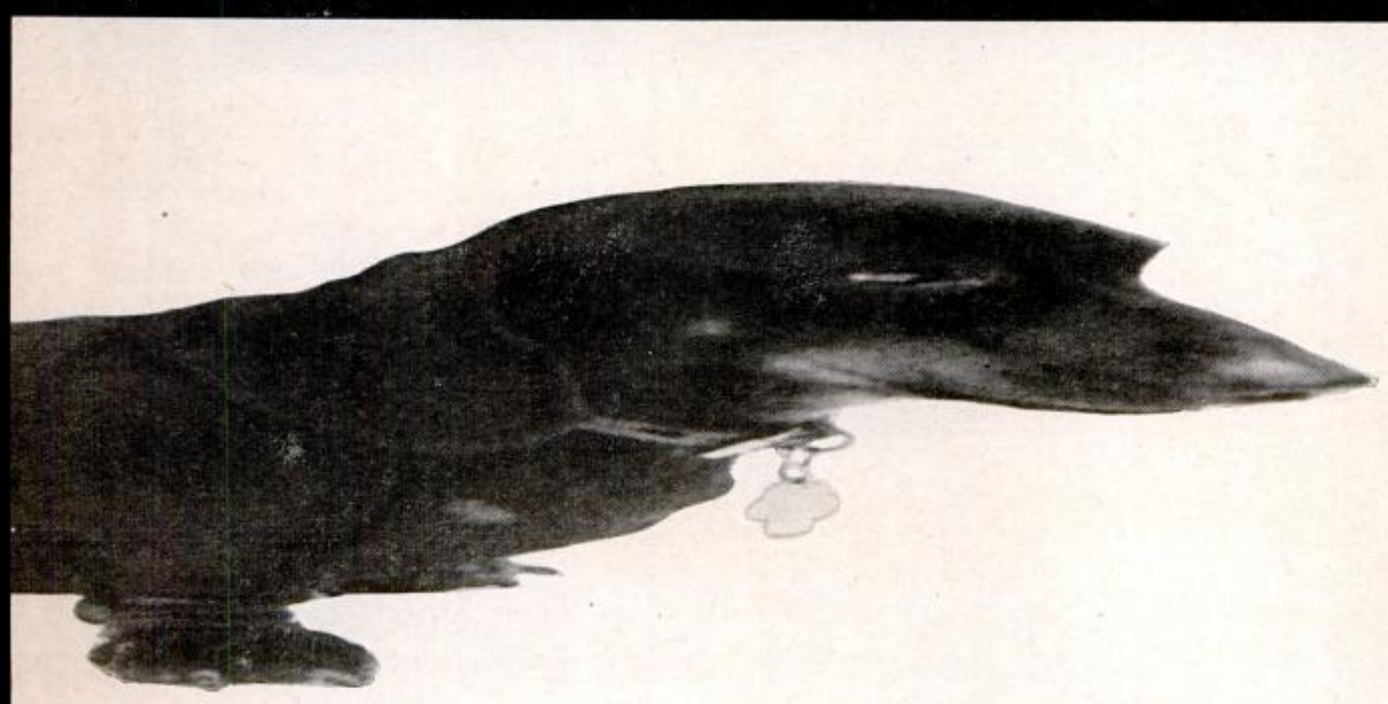
CinemaScope lens gives a double squeezed look

The dreamlike scenes on these pages are the product of some trickery with Hollywood's favorite new gadget: the anamorphic lens, used to make CinemaScope movies. By this method a lens on the camera squeezes a wide image so that it will fit in the 35 mm film frames, then a compensating lens on the projector unsqueezes the image and throws it on the wide screen. Photographer Richard Meek, experimenting with the camera lens, used it on his still camera and then, striving for an extreme effect, used the lens again on his darkroom enlarger, thus compressing an already compressed image. After this double squeeze a Ferris wheel becomes egg-shaped and a dachshund even more elongated (*above*) while the stately *Queen Mary* turns into an ungainly tub (*left*). Squeezed vertically, the Empire State Building (*opposite page*) becomes an ordinary edifice, but squeezed horizontally it is a whopping wonder, seemingly 400 stories high.



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Service station owner Jack Pitts—Pitts' Service Station and Car Rental Agency, Route 1, Delray Beach, Fla.—says: *"Change your oil filter before it gets clogged like this. Pays to get the best, too. I mean a Purolator Refill, of course."*

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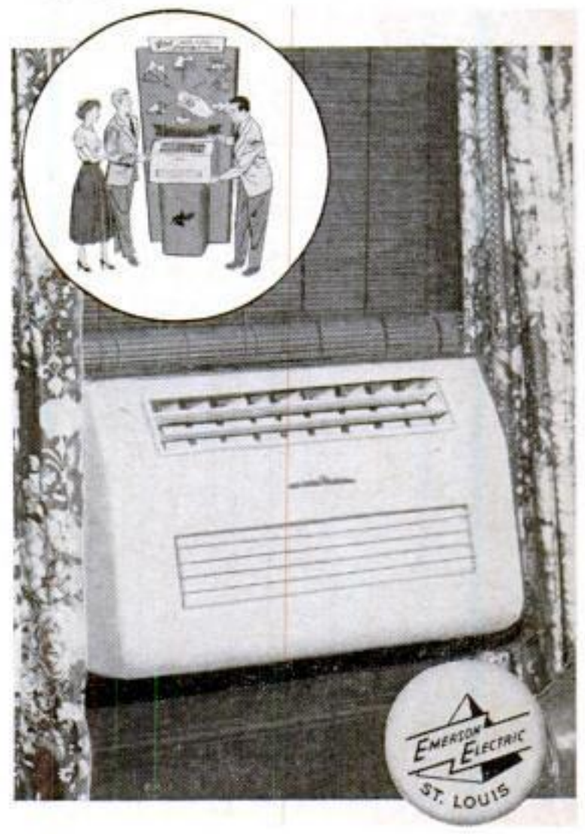
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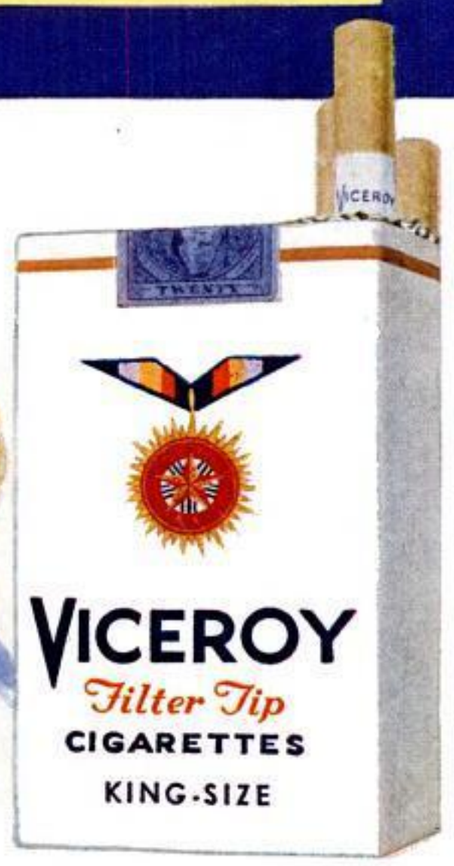


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He was our Yankee Doodle Boy...

THERE'S a birth certificate in Providence that says George M. Cohan was born a few hours before midnight on the 3rd of July. But every American knows better. George M. Cohan couldn't have been born on any other date but the *4th* of July. For he was our Yankee Doodle Boy, a real live nephew of his Uncle Sam's . . . and the brashest, busiest, most lovable guy who ever hit Broadway. He was a one-man show and a one-country man . . . and they never made another one like him.

He wrote at least 40 plays and musicals . . . and played the lead in most of them. He composed 500 songs. For years he was the dynamo of the theater . . . writing, acting, composing, staging, producing. But never too busy on Broadway to go back "on the road" and tour the towns of the land he loved.

He *knew* Americans. The secret of his success was *us*. He knew where our hearts were . . . knew what made us laugh . . . knew what put that tingle up our spines. The critics said he waved the flag. But *we* thought it was "a grand old flag" too, and we lined up at the box office by the millions to tell him so.

He was credited with remaking the American theater. He won a Congressional Medal for writing "Over There." He earned a lot of money and fame. But his biggest thrill was always a packed house in Vicksburg or Hazleton, with the laughs coming loud and fast, and every toe tapping out the beat of a new Cohan tune.

"Little Johnny Jones," "Forty-five Minutes from Broadway," "You're a Grand Old Flag," "So Long Mary," "Seven Keys to Baldpate," "Get-Rich-Quick Wallingford" . . . how the memories come back! The straw hat over one eye, the flashing cane, and that funny little way he cocked his head and winked across the footlights right at *you*. His unforgettable role as the father in "Ah Wilderness." The ovations in city after city as he made his last tour as F.D.R. in "I'd Rather Be Right." The red, white and blue bunting, the shouts of the crowd, and the tightening in your throat as the band played "Over There" and the doughboys went marching by.

No sir . . . we'll never forget a song and dance man named George M. Cohan. For half a century he reflected the sentimental, cocksure, we-can-do-anything spirit of an America on the move. He was our Yankee Doodle Boy—and we loved him!

John Hancock

MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

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LIFE

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Vol. 36, No. 26 June 28, 1954

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IN A WICKED WORLD, A WAY TO SHED TROUBLES



IN PAJAMAS ROY ARNOLD SITS AMONG HIS CIRCUS MINIATURES

Though this issue reflects the past and present wickedness of the world—with fighting in Guatemala, the theft of Haydn's skull and the machinations of Chou En-lai—it is pleasant to consider those fortunate people who can become absorbed in collecting something or other (honestly that is). In the past LIFE has let itself become fascinated vicariously with such collections as Miss Delphine Binger's 50,000 wishbones, the Collyer brothers' houseful of junk, coins and matchbook covers, Farouk's pin-ups, the world's most famous stamps and best-known art collections.

This week our collection of collectors introduces Roy Arnold of West Springfield, Mass., whose love of wondrous things past is centered in the oldtime circus parade, now all but gone from the American scene. The gaily gilded bandwagons, tableaux, animal cages, groomed horses, lumbering elephants, clowns and the wheezing calliope have been lovingly preserved in miniature by Mr. Arnold over the last 28 years and are shown in color on pages 75 through 78. Often at night, after putting on his pajamas, Mr. Arnold, who is a development director for a paper company, visits the collection for a while. "Then the day's troubles vanish," as his mind's eye revives the sights and sounds and smells that filled the air in his boyhood, when the circus came to town.

Besides Roy Arnold, this issue shows other collectors collecting—the West Coasters out gathering geoducks, the Little Leaguers stepping up to the plate and collecting their first base hits. And there are the American primitive paintings on pages 95 and 96 which art lovers have collected. But the collector we are personally happiest about this week is one of our own: Photographer Mike Rougier (*pp. 87–90*), who this year has acquired three top photographic awards—and a bride.

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LIFE
Vol. 36, No. 26 June 28, 1954



SIGN PROTESTS A CONSTITUTIONAL VIOLATION



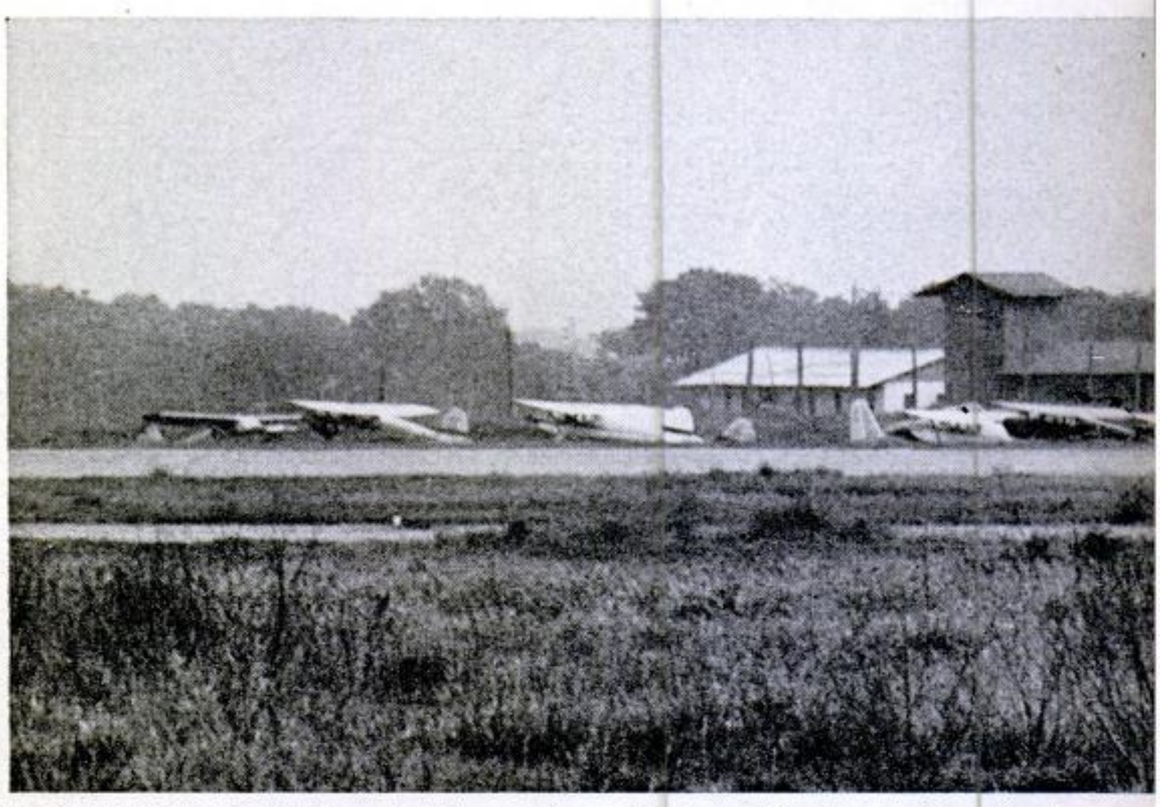
ON A USUALLY BUSY GUATEMALA CITY STREET MEN STAND IN A LONELY LITTLE GROUP DISCUSSING THE

A GUATEMALAN REVOLUTION THAT EVERYBODY EXPECTED

Almost everyone in the sunny, sullen country of Guatemala last week knew there was trouble in the wind. Although business went on much as usual, signs of turmoil showed unmistakably. Armed policemen paced the streets (*below, opposite*). Inflammatory symbols (*above, left*) protesting the government's failure to enforce the Constitution's 32nd article prohibiting any party from having foreign affiliations—as the



ANTI-AMERICAN POSTER showing Uncle Sam grabbing for Guatemala is pasted over soft-drink sign. Others like it were put up by government supporters.

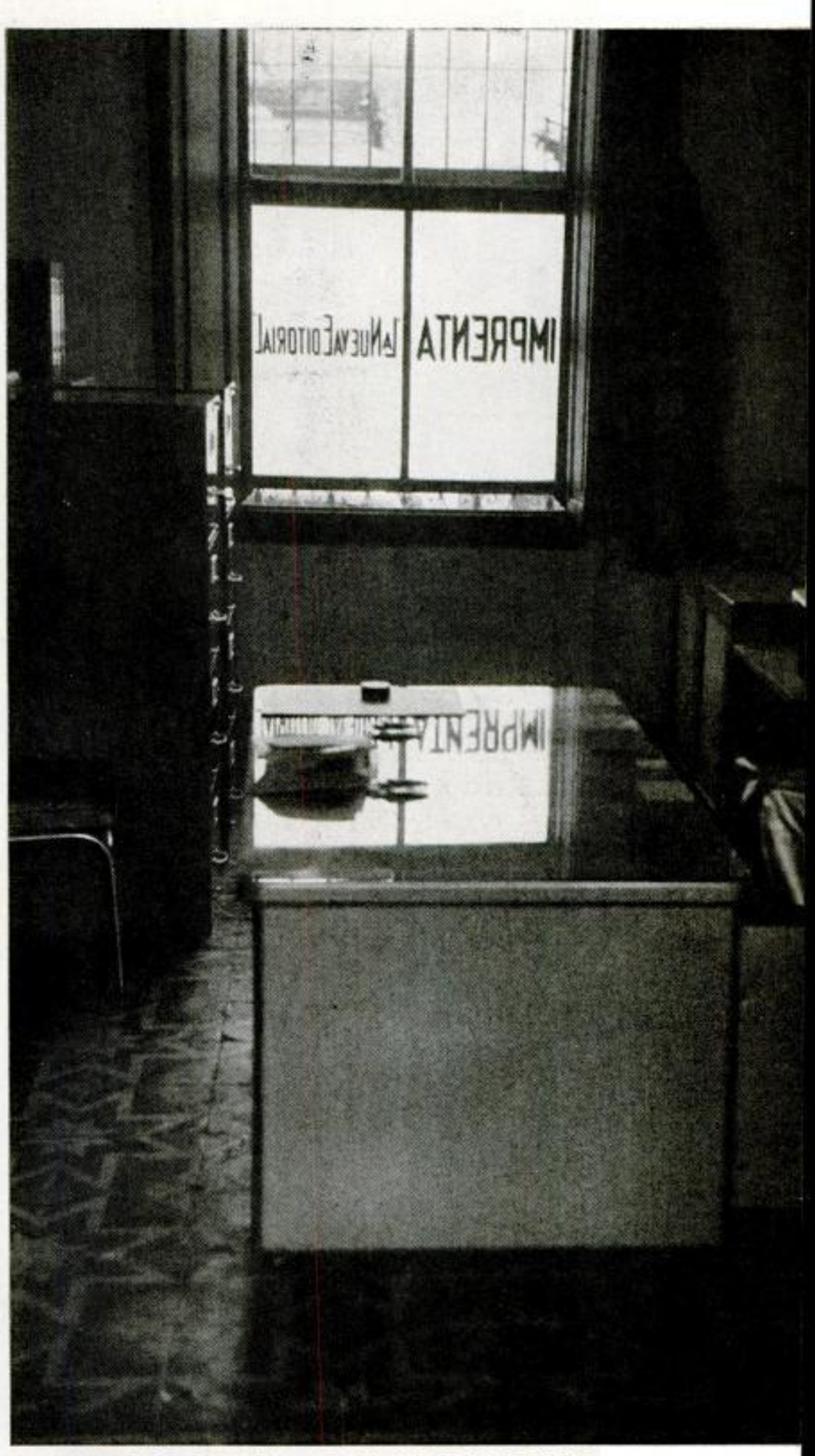


GROUNDED PLANES, privately owned, are lined up at La Aurora Airport outside Guatemala City following government edict issued to control the departure

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RUMORS THAT FILLED THE CITY ABOUT THE LIKELIHOOD OF IMMINENT INSURRECTION AND INVASION



EMPTY OFFICE REMAINS AFTER AN EDITOR FLED

Communists have—were scrawled on walls. An alarming number of anti-Communists were suddenly reported missing, then found shot or tortured to death. About 1,000 were jailed; others, fearing violence, fled to neighboring countries, and LIFE's Leonard McCombe, photographing the country on the brink of civil war, caught their tearful farewells (*pp. 14, 15*).

Behind the universal feeling of fear was Guatemala's present government, which is notoriously pro-Communist (LIFE, Oct. 12). For months President Jacobo Arbenz Guzman had expected an uprising led from Honduras by an exiled Guatemalan army officer, Colonel Carlos Castillo Armas (LIFE, June 14). A few weeks ago Arbenz' regime was strengthened by a huge shipment of arms from behind the Iron Curtain. Meanwhile Castillo, his recruiting unimpeded by Honduras, was gathering a well-equipped band of fellow exiles, other Central American soldiers and foreign mercenaries.

At the end of the week the fat was in the fire. Castillo struck and the war had begun. From the first conflicting reports it was hard to say whether Guatemala had an invasion, a civil war or simply a minor revolt. But at last the revolution that everyone expected was under way.



of political refugees and also to prevent arms smuggling. Other light planes have been used by rebel forces to bring insurgent troops close to border areas.



RIFLE-TOTING POLICEMEN patrol streets. Others toured city in trucks, and at National Palace, seat of government, guards paced with bayonets fixed.

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FLEEING THE COUNTRY, antigovernment newspaperman Rafael Escobar Anguello, granted asylum by El Salvador government, talks with wife at airport.



COMMUNIST LEADER Víctor Manuel Gutiérrez speaks at rally of the Red-dominated Confederation of Guatemalan Labor, of which government approves.



READY TO BOARD PLANE, Escobar stands by (*left*) as other exiles say goodby to friends. Plane took 18 exiles to El Salvador. Many left families behind.



AWAITING THE DEPARTURE, wives stand tearfully on porch of the airport building. At right is Señora Escobar. Another plane carried out 12 more exiles.



OLIVIA GONZALES (CENTER) WEEPS AS HER HUSBAND LEAVES →

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REBEL BOSS Colonel Carlos Castillo Armas, shown above at his Honduras headquarters, was jailed for taking part in 1950 antigovernment plot but escaped.

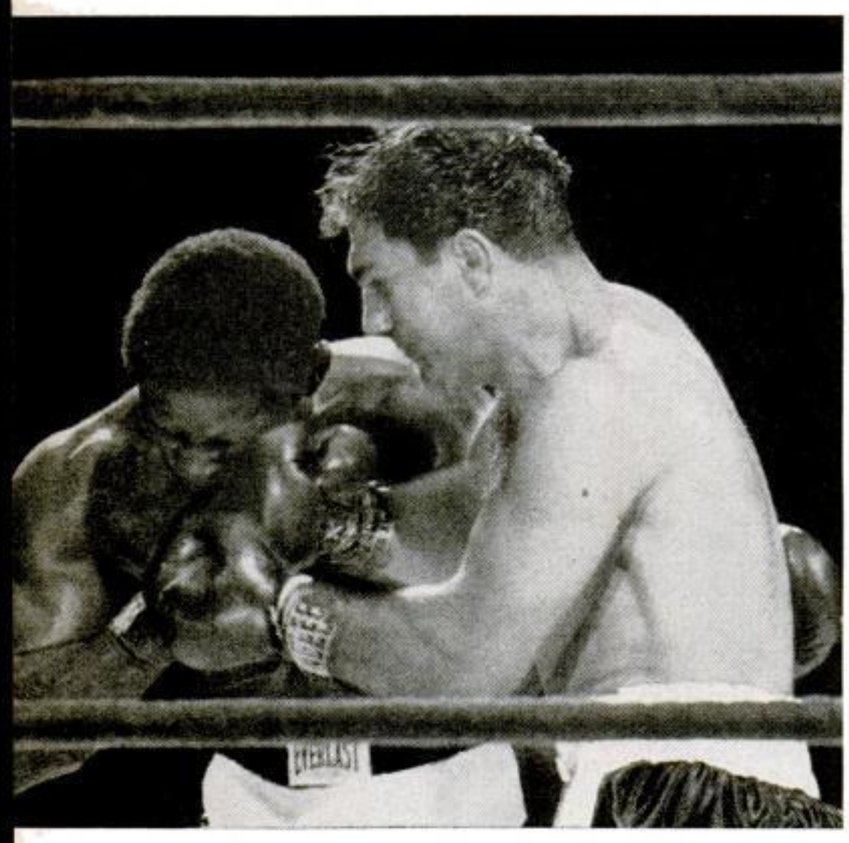


GUATEMALAN PRESIDENT Arbenz (*right*) at a political meeting greets successful Communist agrarian leader Carlos Manuel Pellecer (LIFE, Oct. 12).



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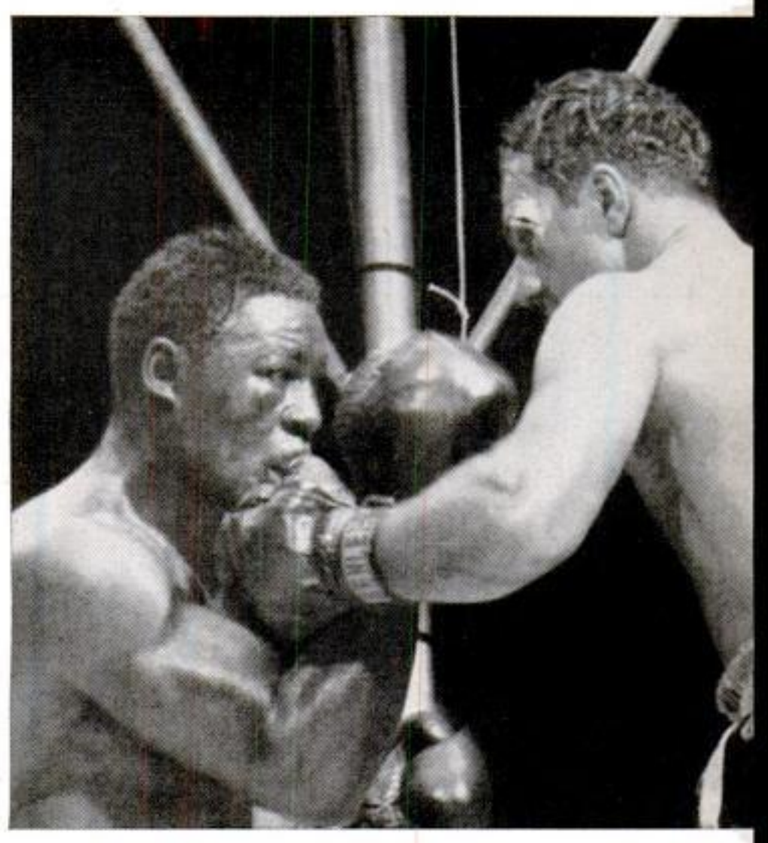
ROUND 1



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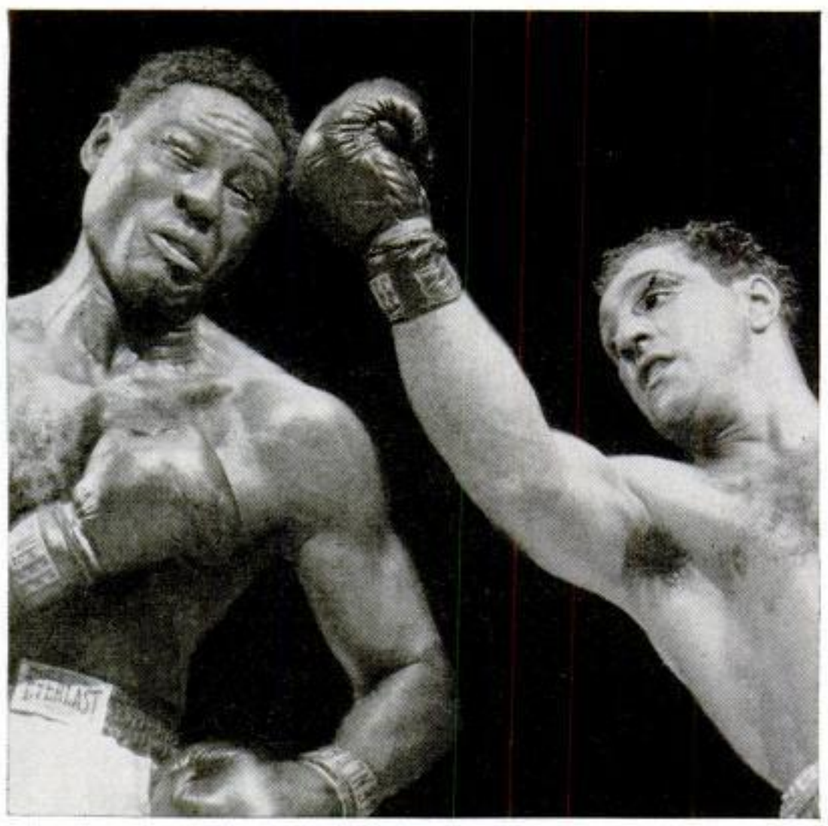
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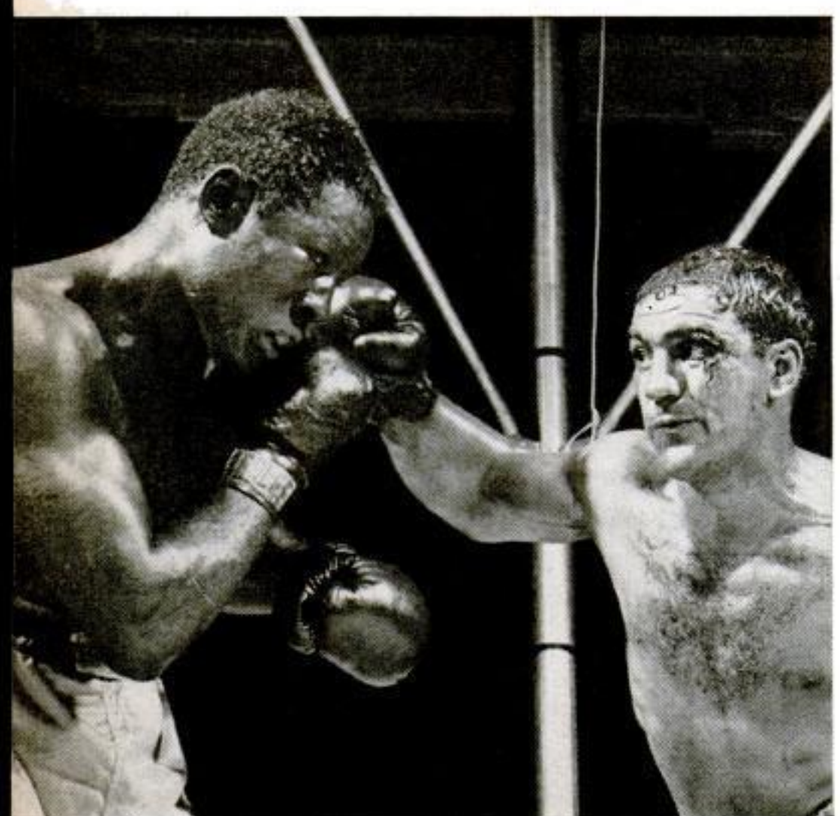
ROUND 8



ROUND 9



ROUND 12



ROUND 13



ROUND 14



THIS IS WHAT CHARLES TOOK

But he stayed erect and made Champion Marciano settle for a decision

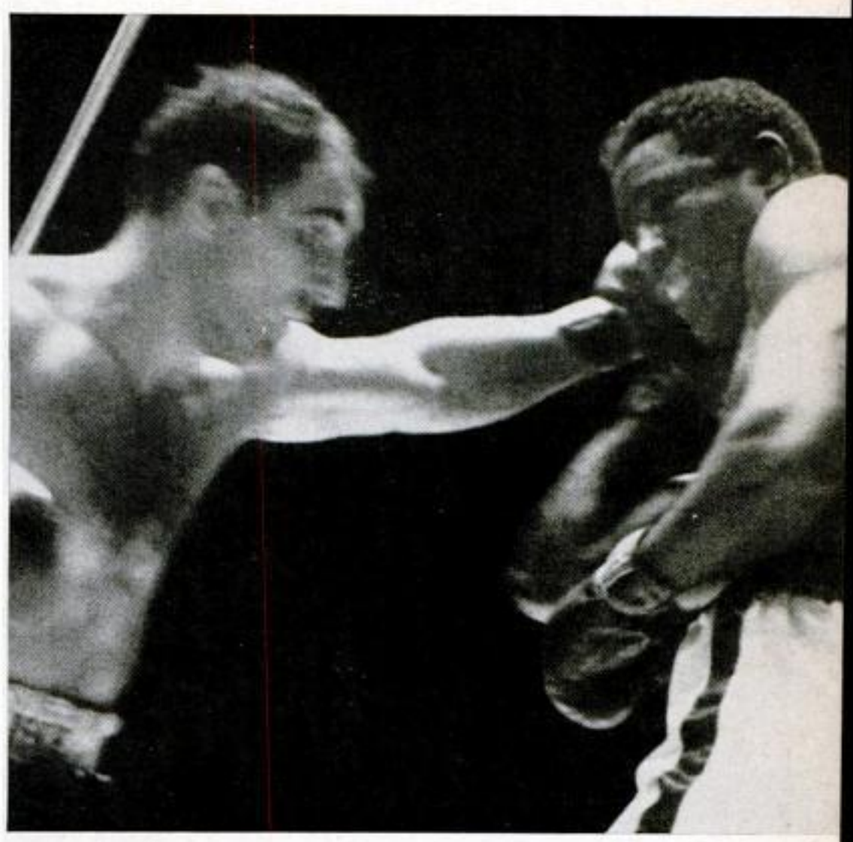
By the time the bell sounded for round one of the heavyweight championship bout, most of the 48,000 fans in Yankee Stadium had the fight all figured out. If Boxer Ezzard Charles could manage to keep away from Rocky Marciano's punches, he might stay up and win. But if Champion Marciano could land a few of his

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ROUND 6





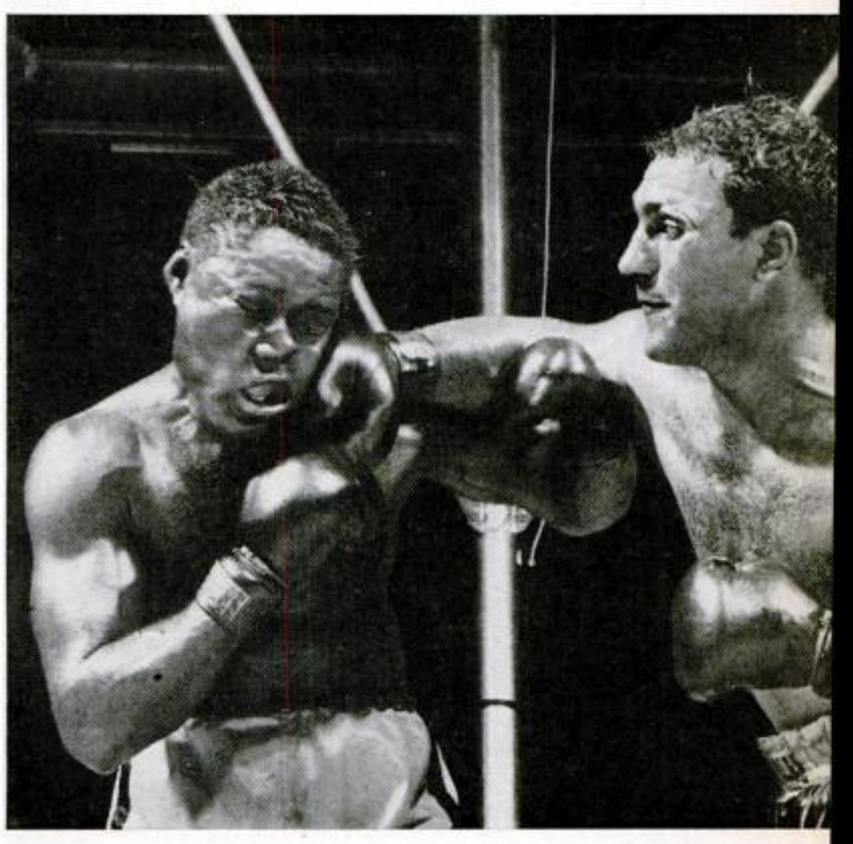


ROUND 10



ROUND 11

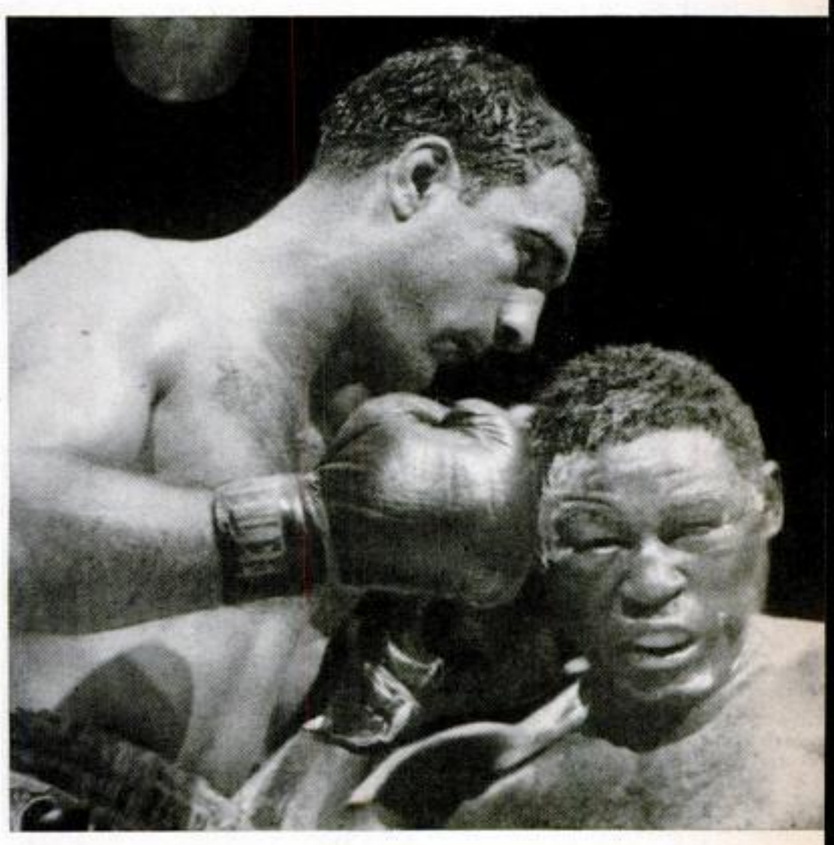




ROUND 15







heavy blows, it would be all over for Charles. Backing up this sensible conclusion was Marciano's record: 40 knockouts in 45 fights.

From the start, though Charles, a former champion, boxed well, Marciano managed to land repeatedly—rights in the first, lefts in the third and fifth. In the big sixth round he got in right uppercuts, some fierce left hooks. Charles was shaken but stayed up on his feet. It went that way through the 15 rounds, Marciano hammering away as shown in the pictures. He connected solidly a total of some 60 times. Charles never went down.

In the end Marciano, although badly cut about the face, was winner and still champion, but it was by a decision. The most painful blow Marciano landed, said Charles afterward, was a punch in the Adam's apple in the ninth round (*above*). Marciano himself shared a general feeling. "I nailed him real good several times," he said. "I was surprised when he stayed up."

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A DEATH DIVULGES A LIFE OF DECEPTION



AS HIS DAUGHTER ADA WATCHES, TRUCKERS LOAD HAROLD HOFFMAN'S STATE OFFICE CONTENTS, INCLUDING HIS PORTRAIT AND HERS, FOR REMOVAL TO HOME

Harold Hoffman's posthumous confession of long-hidden crime brings a gaudy career to shocking end

Last week in Trenton a sad and shaken daughter (*above*) dismantled the office of her father, Harold Giles Hoffman, the late director of employment security for New Jersey. As she did, events were quickly dismantling what remained of the reputation of a colorful and controversial character whose notable political career faded as abruptly as it had bloomed and ended in a sordid revelation of crime and deception. Big, jovial Harold Hoffman was an Army captain at 21, a state assemblyman at 26, congressman at 30 and in 1935, at 38, became the youngest governor in New Jersey's history. By 1936 he was receiving at least momentary consideration as a Republican "native son" candidate for President.

Hoffman's speeches, someone once said, were seven parts jokes, two parts sentiment and one part generalities; and at that they were a reflection of his joke-loving, warmhearted personality. He made friends by the thousands, but enemies too, and he was forever in one ruckus or another. Charges of irregularities in his campaign spending marred his inauguration as governor. His intervention in the Lindbergh case (*opposite page*) proved political suicide. Once he slugged a Hearst reporter in a New York nightclub and later flattened an ex-prizefighter on the street in Trenton.

More seriously, it appeared in 1949 that a brokerage firm said to have been recommended by Hoffman had profited unduly from the sale of bonds to the state. In 1951 Hoffman told Senator Kefauver that he had sought the support of racketeer Longie Zwillman in the 1946 primaries. Later a crime commission produced monitored phone calls to show that Hoffman had offered to smuggle a message to hoodlum Joe Adonis in Trenton State Prison.

From these disturbances Hoffman kept emerging undaunted, unscathed and ready to preside genially over the Circus Saints and Sinners luncheons. But last March, Democratic Governor Robert Meyner abruptly suspended Hoffman from his state job, which had been given him originally by commissioners Hoffman had appointed himself, pending a check of "irregularities." Then in early June, Hoffman died of a heart attack and a letter revealed that beneath the flamboyant story of his life he had kept concealed a more sinister and sordid story of crime and blackmail. That second story may never be fully known, but details are coming out.

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HOFFMAN'S HOME was this unpretentious frame structure in South Amboy. His wife was born in wing at right. After marriage they bought the corner house and connected the two. The family rents out two apartments in corner wing.



HOFFMAN'S FAMILY was photographed during Sunday afternoon outing in August 1934, when Hoffman, then motor vehicle commissioner, was running for governor. From left are daughters Ada, Lillie (now dead), Hope, Mrs. Hoffman.









LINDBERGH CASE involved Hoffman, who attacked work of state police under Norman Schwarzkopf (*above, left*). After visit to convicted kidnaper Bruno Hauptmann (*second from left*), Hoffman delayed execution, began personal investigation, going to kidnaper's Bronx home (*third from left*). Later Hoffman's friend, Ellis Parker, was convicted of conspiring to get a false kidnaping confession. He died in prison and Hoffman attended funeral (*right*).



CHARACTER WITNESS Hoffman failed Atlantic City Boss "Nucky" Johnson. "Nucky" got 10 years.



CONVENTION DELEGATE Hoffman in 1936, decorated by a lady delegate, proved fading political star.



RETIRING GOVERNOR, unable to succeed himself, Hoffman poses with successor A. H. Moore in 1938.



REVOLVER TOTER Hoffman cavorted with Society for Detection of Horse Thieves at its meeting in 1940.

CONTINUED ON NEXT PAGE

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ROMPING IN RICHMOND, Hoffman (*waving*) masquerades as mustachioed Union soldier during annual meeting of Circus Saints and Sinners in 1941.



NEARING THE END, suspended from his job the day before, Hoffman still displayed his old form at a luncheon last March honoring Jackie Gleason.



HONORING THE DEAD, the State House flag flies at half-mast in Trenton mourning Hoffman's death. Eulogies for him were read in the legislature.



ACCUSER, present Governor Meyner, was at first blamed for causing Hoffman's death by suspending him.



PROSECUTOR who will try any cases investigations produce, Grover Richman demanded Hoffman letter.



OLD ENEMY Norman Schwarzkopf now heads the thorough investigation into the ex-governor's dealings.



OLD FRIEND George Kress, the treasurer of Hoffman's bank, says he did not know about Hoffman's thefts.



HOFFMAN'S DAUGHTER Ada confers with her lawyer, Harry Green, who persuaded her to make public her father's posthumous letter of confession.

'A SAD HERITAGE I LEAVE...'

Harold Hoffman set down his own story of the seamy underside of his life but it nearly died with him. On May 1 he gave his daughter Ada a sealed letter to be read after his death. Ada read it, then burned it in dismay, but not until she had shown it to two lifelong friends of her father. One, Lawyer Harry Green, advised her to reconstruct the letter and make it public. Ada bravely did so.

As a successful candidate for Congress in 1926, Hoffman had written, he went into debt when a running mate reneged on a promise to pay his $17,000 in campaign expenses. Capital life and "the expensive naiveté of a newcomer congressman" quickly multiplied his debts. To pay them he began to draw on inactive accounts at the bank of which he was president. By 1938, when he left the governor's chair, his borrowings had reached the staggering total of $300,000. Then, to avoid disclosure, he had had to pay another $150,000 in blackmail to a still-unnamed state official, now dead. Except for the blackmail, Hoffman had written, "I really think that by this time I could have repaid my obligation. . . . It is a sad heritage I leave to Mother, to Hope, and to you . . . but I pray it may somewhat be softened by the knowledge that I do love you all so much."

Democratic Governor Robert Meyner, who released Ada's version of her father's letter, had already started a full study of the tangled web of Hoffman's affairs. Then he listed 16 charges against Hoffman's performance as director of employment security. Four former aides were suspended; a fifth resigned. Everything the genial ex-governor had ever touched, even the Saints and Sinners Club finances, was being investigated. Already the disclosures appeared likely to cost the Republicans a New Jersey Senate seat they had counted as almost certain. No one yet knew what the final measure of Harold Hoffman's sad heritage would be.

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HOFFMAN'S WIDOW, Lillie, sits in quiet dignity before some mementos of her husband's flamboyant life: his famed collection of lucky elephants which friends gave him by the hundreds over the years. Mrs. Hoffman and her children now hope to make good the ex-governor's self-admitted thefts. Daughter Ada will solicit money from still-loyal friends. Many have already pledged their help and Lillie Hoffman says gratefully, "We are in kind hands here in South Amboy."

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SILHOUETTED AGAINST GLASS DOORS IN GENEVA'S OLD LEAGUE OF NATIONS BUILDING, MOLOTOV AND

EISENHOWER AND CHURCHILL TURN FROM A MODERN

AN AGENDA FOR THE ALLIANCE

In Washington and in Windsor Castle last week the heads of the two anchor states of the free world took part in characteristically contrasting official ceremonies. President Eisenhower led the U.S. in an air-raid drill and Sir Winston Churchill donned the robes of knighthood (*right*). But each act was played against a backdrop of near tragedy spanning the world.

At Geneva the implacable Communist enemy glided (*above*) across the diplomatic stage seeking, with some success, to split the free world. As a result of pre-Geneva misgivings and honest disagreement, the Anglo-U.S. alliance was having its troubles (LIFE, May 31). Two weeks ago Sir Winston was torn between pressures to retire and a desire to patch up, personally, relations with the U.S. Suddenly he decided to come to the U.S., for the fifth time since the war, to see Eisenhower.

The White House announcement gave the proposed meeting a tone of affable informality; the President and prime minister would simply





CIVIL DEFENSE gets attention from President, leading staff past White House portico to shelter.

GLOBAL TOPICS due for discussion by President and prime minister include Trieste, Suez and Indochina. At Trieste (*left*) a police officer stands guard over railway viaduct. Near Suez Canal (*center*)

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CHOU EN-LAI HEAD A PARADE OF DELEGATES FROM THE CONFERENCE HALL TO THE REFRESHMENT ROOM

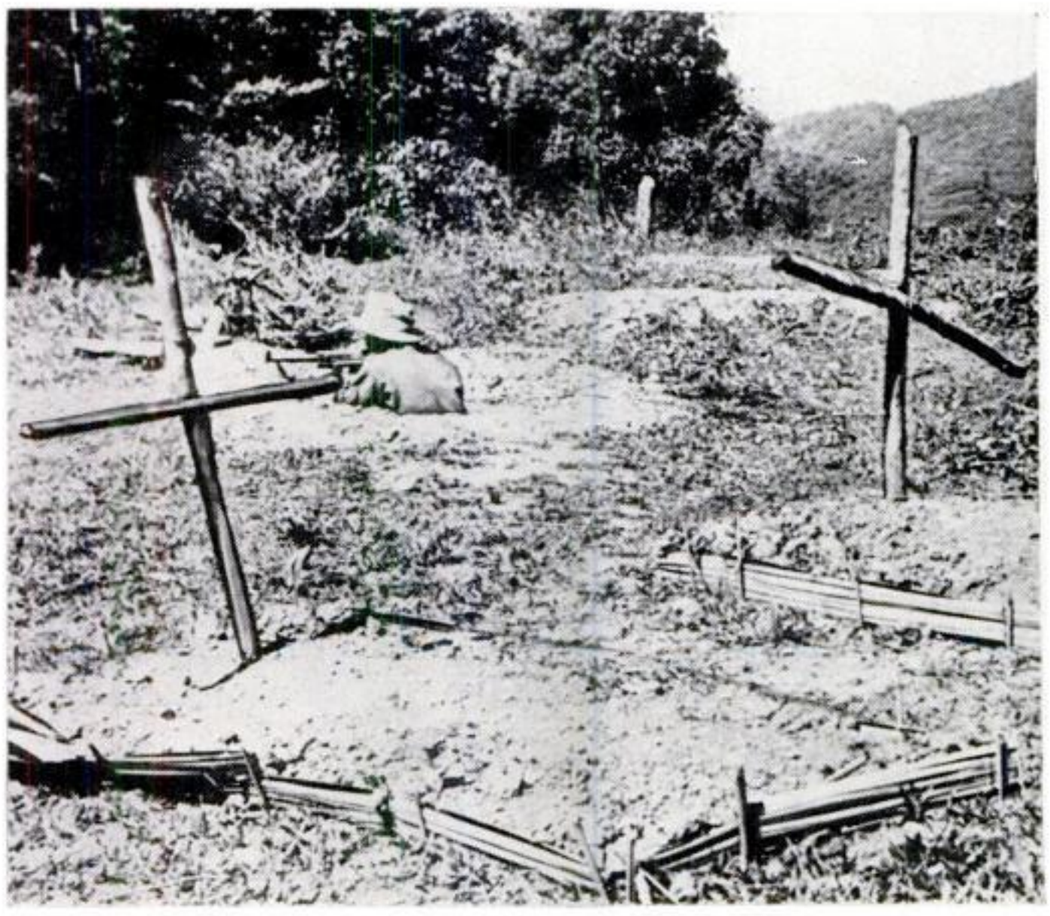
AIR-RAID DRILL AND AN ANCIENT CEREMONY TO:

OF THE U.K. AND THE U.S.A.

talk about what moved them. Yet there was an agenda, including the items below, and anybody with a map could figure it out. The U.S. thought the British slow in settling their Suez squabble with the Egyptians. Trieste, on which hush-hush talks have been taking place in London for weeks, was ripe for settlement. There was still another new government in France, and nobody quite knew what to make of Prime Minister Mendès-France (*pp. 24, 25*).

But the principal order of business was to tighten the bolts of the great alliance (*see Editorial*). At Geneva the U.S. has been skeptical of Communist sincerity from the start. It was unmoved when China's Chou En-lai (*see pp. 116–125*) offered some phony-looking "concessions" last week on Indochina, even though the British professed to see a silver lining. So far Britain has shied from Secretary Dulles' proposal for "united action" in Southeast Asia. But Sir Winston's trip to the U.S. at least indicated a willingness to discuss it.





two Tommies comb desert with dogs for Egyptian saboteurs. In Indochina (*right*) a Legionnaire in a foxhole is framed by crosses over graves of two comrades killed after breaking out of Dienbienphu.



GARTER RITUAL brought Sir Winston in full regalia to Windsor Castle to be honored by queen.

CONTINUED ON NEXT PAGE

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FRANCE PINS ITS HOPE ON A NEW PREMIER

Desperate for peace in Indochina, divided by pressure to ratify EDC and snubbed by the White House invitation to Churchill, France last week vented its frustration in the only way it knew how. For the 18th time since the war it threw out its government. Premier Joseph Laniel (*right*) set the stage for his own defeat by asking the Assembly to "note," not vote, how his government had handled the Indochina war. The deputies showed their dissatisfaction and Laniel asked for a vote of confidence, which he lost. President Coty then asked Pierre Mendès-France, 47, brilliant maverick of the Radical-Socialist party (actually conservative), to form a new government.

Given only a slender chance, he rose before the Assembly, promised to get a truce in Indochina by July 20 or quit, and to modify the EDC plan for German rearmament. By an extraordinary vote of 419 to 47, including 95 Communist votes which he rejected, Mendès-France won. He named himself foreign minister to replace Georges Bidault (*opposite*) and set out to implement his ambitious program.



DEJECTED Ppremier Laniel leaves Elysée Palace after handing his resignation to President Coty.



EAGER CANDIDATE Pierre Mendès-France fidgets with his briefcase on a bench in the Assembly while awaiting his cue to speak up for the premiership.



NERVOUS WIFE of Mendès-France (*third from right*) watches from Assembly gallery. She stayed there for 10 hours waiting for final vote to be announced.



CONFIDENT CANDIDATE Mendès-France gives the deputies his program, claims if his majority results from Communist votes he will reject premiership.



ELATED WIFE and the new premier, Mendès-France, leave after a 3 a.m. call on President Coty for the first consultation about his cabinet appointments.

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FUTILITY OF IT ALL is registered by Foreign Minister Georges Bidault at airport in Geneva, where he had been trying to negotiate Indochina truce. When Mendès-France took over, he ended the eight-year continuity in which Bidault and his M.R.P. colleague, Robert Schuman, shaped France's pro-West policy.

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EDITORIAL

CHURCHILL AND 'THE SUMMIT'

The most distinguished living statesman of democracy is making his eighth visit to the U.S. as Prime Minister of Great Britain. It may well be his last. It may be as crucial a visit as any in his glorious career.

The Anglo-American connection has been a cornerstone of Sir Winston Churchill's life and policy. This connection, and with it the cause of world freedom, has been taking a resounding defeat on the Geneva-Paris-Indochina front. There the Communists have exposed and exploited a double weakness of the democratic alliance: 1) its tangle-footed involvement with an obsolete colonialism, and 2) the separate indecisions of its members about where and when to fight. When they learned that the U.S. and Britain could not agree to fight for Indochina, Molotov and Co. proceeded to stiffen their terms at Geneva and hastened the fall of another French government, while Ho Chi Minh stepped up his military conquest of Vietnam.

This glaring double weakness of the Western alliance must rank high on the agenda of the Eisenhower-Churchill conversations. Already some ground for its correction has been laid. Secretary Dulles in a speech in Los Angeles two weeks ago defined anew (*see map*) the geography of U.S. interests in East Asia. The Dulles line is too well hedged to be described as an ultimatum, particularly in respect to Indochina, which is left a sort of no man's land. But since it includes parts of the British Commonwealth, it certainly warrants the hope of an agreement with Britain on where and when "united action" against further aggression will mean the use of force.

•

Anglo-American relations are sometimes likened to male-and-female relations: it is said that neither side understands the other as well as they claim to, but that this matters less than they suppose. Anthony Eden has been saying that despite our recent differences, it would be "unthinkable" for Britain not to side with the U.S. in a world war. But this fact, for the very reason it is a fact, is wholly inadequate for 1954. If foul-weather friends are in a position to prevent the catastrophe that will unite them, their failure to do so makes them practically responsible for it when it comes. These White House talks will not be a success if they yield only another cousinly "agreement to disagree." It is high time the U.S. and Britain started a little joint preventive work. Before them lies a long list of very practical problems (*pp. 22–25*). But first they must answer a prior question: is this alliance willing to acknowledge and employ its own strength?

For over a year Sir Winston has repeatedly expressed his hope for "a general settlement" via a parley "at the summit," presumably as the crowning achievement of his career. To sustain this noble if pageantlike conception of history he has had to nourish certain illusions that also grip large numbers of his countrymen, and a number of our own. One is the illusion that the new tenants of the Kremlin may have a more "reasonable" foreign policy than the old. The Berlin and Geneva conferences were both held in the hope of proving or disproving that theory. Both have disproved it; more, they have added to the evidence that Communist foreign policy has no connection with reason and that the only "general settlement" Communists will settle for is the mind and body of the whole world.

A second illusion is that 50 years of Europe are still, as in Tennyson's time, more important than a cycle of Cathay. A view of Asia based on old P&O sailing times from London, or seen through a glass held by Nehru, cannot take the measure of the 20th Century Asian revolution, its promise and its peril for the West.

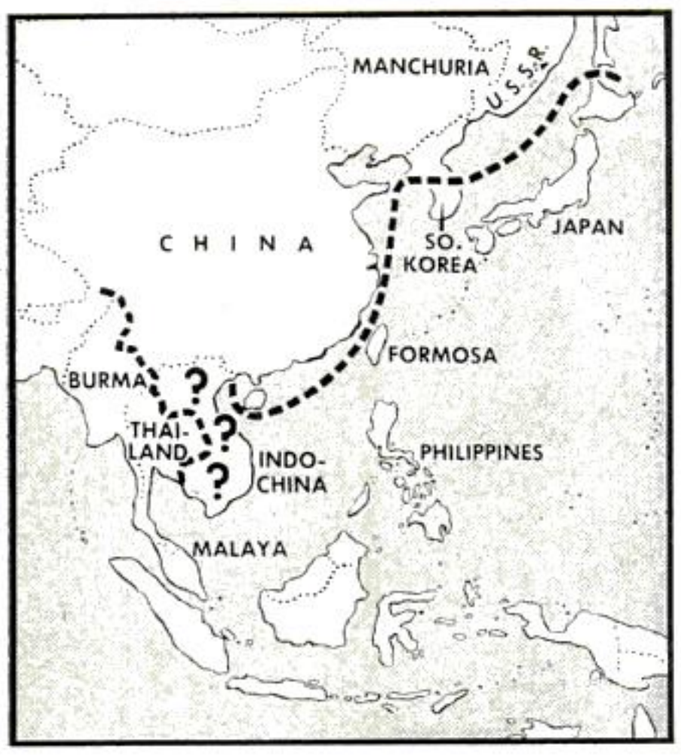
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But finally, is there not a Churchillian illusion about where the "summit" is? Fading photographs of Yalta and Tehran, where a powerful trio met to dispose of great armies and the future of nations, throw no light on our problem or our capabilities today. Today's first problem is to bring order and coherence to that part of the world that is still free, so that it will be better able to withstand Communism and survive it.

For that purpose no better instrument could be desired than Anglo-American unity. Its pageantry, rightly seen, must far surpass that of Sir Winston's other visions. The true "summit" is wherever he and Eisenhower meet. Let not the pile of paper work on it obscure its majestic height.

The British Commonwealth, which includes one quarter of humanity, is comparable in area and population with the Communists' world; its industrial strength exceeds theirs. As though on magnesium wires, the Commonwealth is strewn around the globe in a way that makes it almost invisible when weak, all but ubiquitous when strong; it has an unparalleled adaptability for survival. To this extraordinary complex now add the U.S., which represents only 7% of the world's people but about half of its industrial output. As far as sheer power goes, the combination is capable of any achievement consistent with the basic political premise that the U.S. and the Commonwealth hold in common: the premise that the only lasting achievements are based on the assent of free men.

On this premise, and under this leadership, can be built a lasting system of order among nations. If Anglo-American unity is possible, anything is possible. Why look elsewhere for a "summit"? This is the summit of freedom's most reasonable hopes.



A NEW DULLES LINE?

In his speech called "The Pacific Ocean," Secretary Dulles outlined U.S. security interests in East Asia along the lines shown above. The Pacific, he said, is today "a friendly ocean only because the West Pacific islands and two peninsular positions are in friendly hands . . . Okinawa, Guam and other islands . . . the Philippines, Australia, New Zealand, Korea, Formosa and Japan. We are giving supplies to the French Union forces in Indochina. But close behind this island and peninsular screen lies a mainland with many hundreds of millions of people under a despotic rule that is fanatically hostile to us and demonstrably aggressive and treacherous."

The Chinese Communist regime is not yet guilty of what Dulles called "open military aggression" in Indochina (*i.e.*, it works through Ho Chi Minh). But if this "overt aggression" should occur, "in Indochina or elsewhere," Dulles added, it "would threaten island and peninsular positions which secure the United States and its Allies," and that would be "a deliberate threat to the United States itself. The United States would of course invoke the processes of the United Nations and consult with its Allies. But we could not escape ultimate responsibility for decisions closely touching our own security and self-defense."

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So change today to Palmolive's Beauty Plan . . . gently massage Palmolive's 100% mild, pure lather onto your skin for 60 seconds, 3 times a day. Rinse; pat dry. In 14 days or less, see if you don't have softer, smoother, brighter skin—that Schoolgirl Complexion Look! You'll find Palmolive Soap is the MILDEST of them all—*far better for your complexion!*

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"HIT IT HARRY," YELLS PETRILLO, SWINGING INTO DOWNBEAT AS TRUMAN POUNDS OUT FINAL CHORDS OF SONG

JIMMY FLATS AS HARRY HITS IT

Truman's busy week as performer is interrupted by operation

In appreciation for a $5,000 grand piano given the Truman Memorial Library by the American Federation of Musicians, Harry Truman sat down at the keyboard in Milwaukee and opened the union's convention with a rousing *Hail, Hail, the Gang's All Here.* Carried away by the music, Union Boss James Petrillo, who was a working musician himself once, grabbed up a trumpet and joined in. He had trouble keeping up, flatting notes and getting out of tempo.

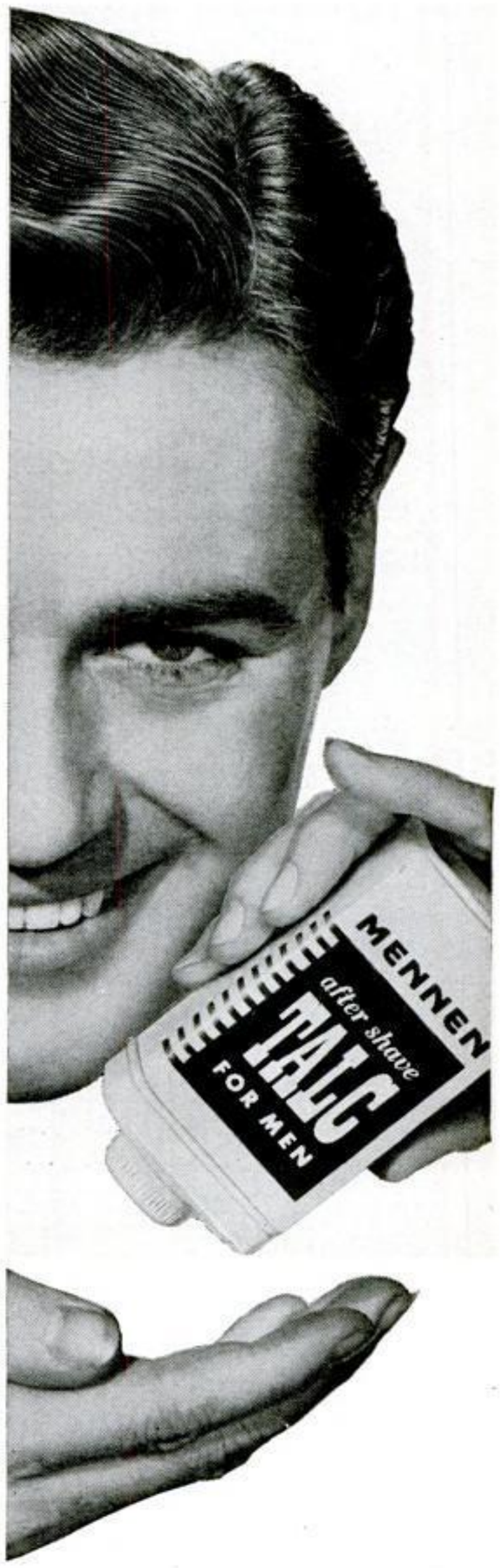
Scheduled for another stage appearance playing himself in *Call Me Madam* in Kansas City, Mr. Truman suffered a pain in his side and did not go on. Instead he went later to a hospital, had his appendix and gall bladder removed, was reported doing fine.



AFTER ENCORE TRUMAN RISES FOR APPLAUSE. THERE WERE 16 MICROPHONES TO TRANSMIT DUET FOR RADIO, TV

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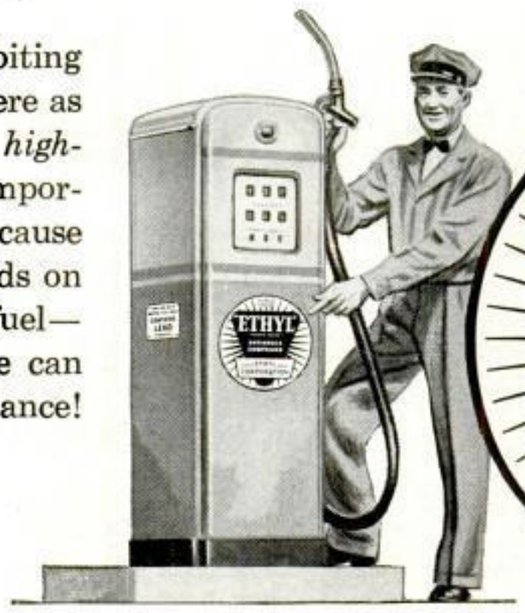
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LIFE ON THE NEWSFRONTS OF THE WORLD

Joe's troubles grow, Communist convert dies in China and Senator Hunt commits suicide

In the last hour of the Army-McCarthy hearings florid statements were being made. ("The members," said Committee Counsel Ray Jenkins, "are seven rocks of granite.") Listening, Senator Charles Potter decided not to read a statement he had prepared ("I didn't know," he explained later, "that we were going to have hearts and flowers"). When he released it, the statement proved a surprise. A Republican, who had voted with McCarthy consistently throughout the hearings, Potter had switched. The testimony, he said, "was



DEMOCRATS HAIL SENATOR POTTER (RIGHT) AS THEIR NEW ALLY

saturated with statements which were not truthful." Both sides had exhibited improper conduct and there should be firings.

Up to that moment McCarthy was confident that his staff would be vindicated by the subcommittee's Republican majority. When he read Potter's statement, he seemed stunned. It looked as if his committee counsel, Roy Cohn, and perhaps his staff chief, Francis Carr, would be fired. The Army's counsel, John Adams, might also have to go.

In a Washington federal court a jury convicted Mrs. Lolita Lebrón, tense, dark-eyed Puerto Rican nationalist, and three men companions of assault in firing into the House of Representatives, wounding five congressmen (LIFE, March 15). Then the jury acquitted Mrs. Lebrón of any intent to kill the representatives. She testified that she fired into the ceiling. However, the assault convictions make her and her male companions liable to prison terms.

A death far away

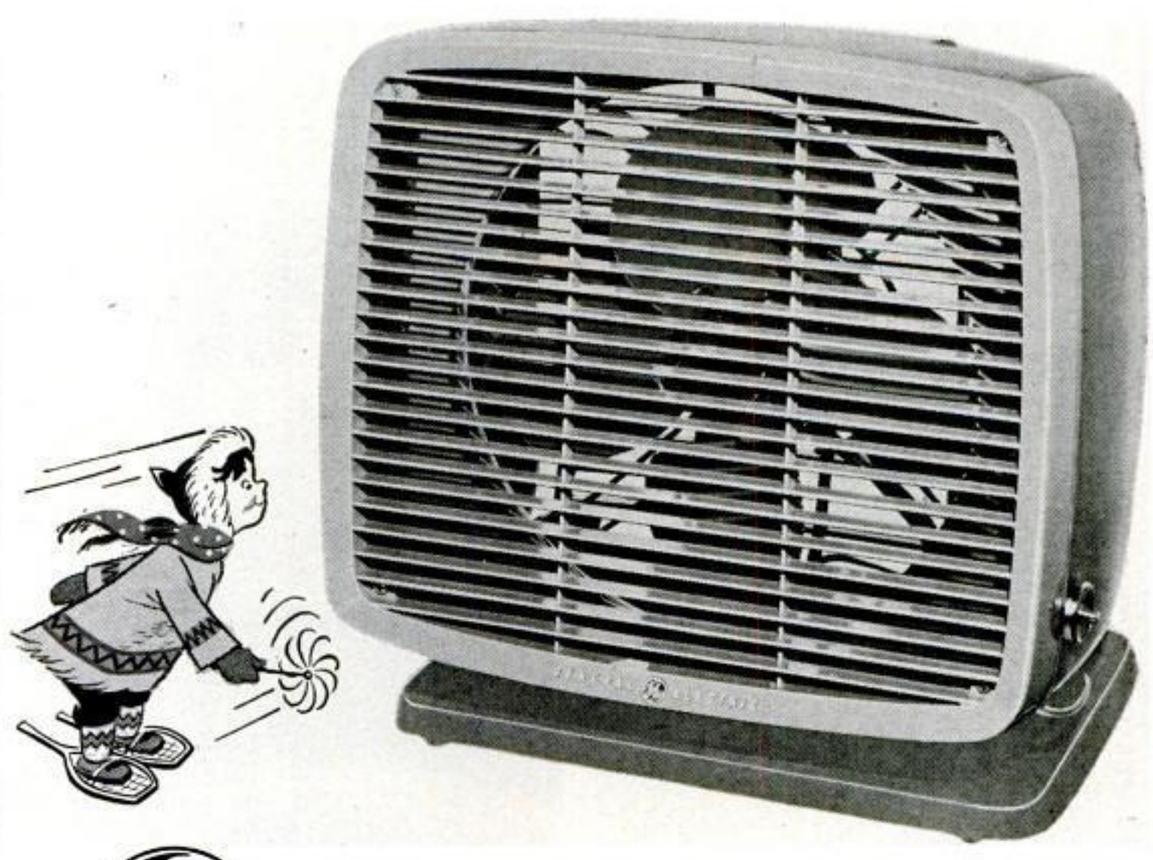


RUFUS DOUGLAS

Last January 21 U.S. soldiers, prisoners of the Communists in Korea, refused repatriation and decided to stay with the Reds; now there are 20. A telegram from the Chinese Red Cross announced that Sgt. Rufus E. Douglas, 27, had died in a Chinese hospital of "a rheumatic heart disorder with complications." In Texon, Texas, Mrs. R. C. Howard, the aunt who brought young Rufus up, said, "I think the 'complications' were caused by them —the Reds. If he ever had heart trouble, we never heard of it." Meanwhile five U.S. airmen, the first to fall missing in Indochina, were apparently in Communist hands. They had left their French base at Tourane for an afternoon of swimming at an off-limits beach, failed to return. Witnesses reported seeing them firing their guns seaward from the beach.

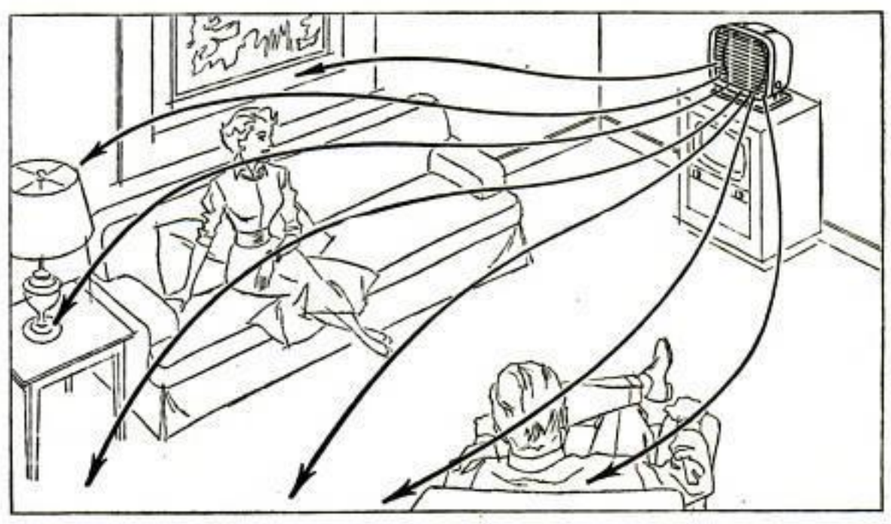
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Bigger, broader air stream of G-E All-Purpose Fan cools much *more* than narrow air stream of old-fashioned fans. Brisk breeze *spreads out*—helps cool whole room. **G-E Fans as low as $17.95.***

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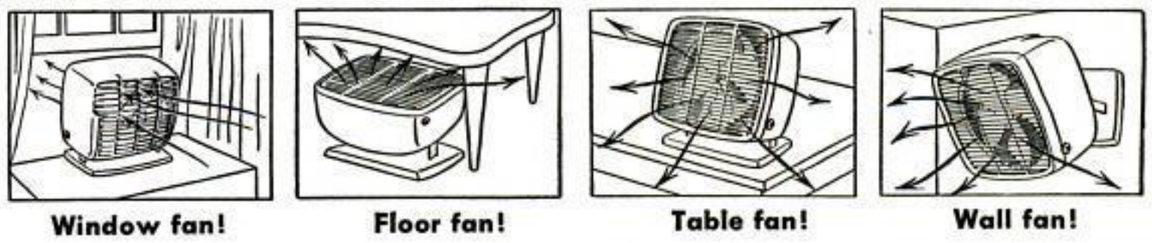
Because G-E Fans are so dependable—G.E. actually dares give this full-year warranty. Show your dealer any defect and he'll give you a new fan—on the spot!

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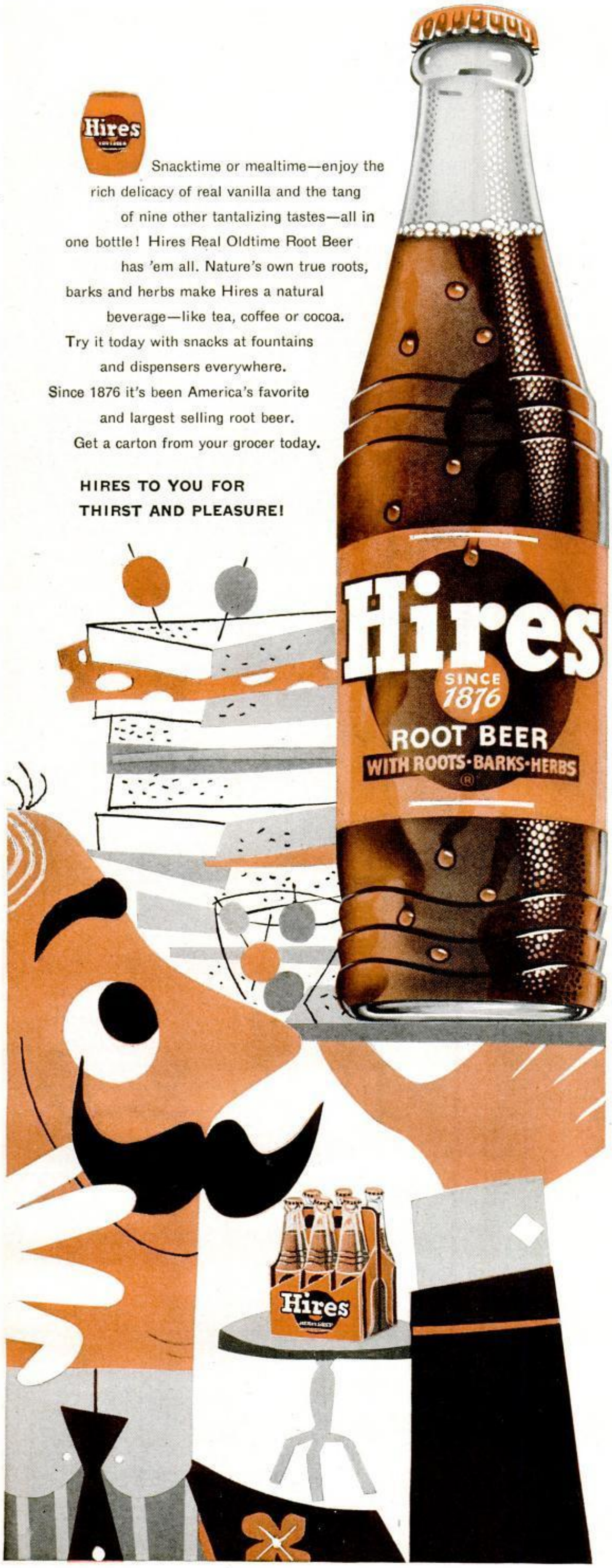
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NEWSFRONTS CONTINUED

In Seattle hearings the House Un-American Activities Committee called to the stand Eugene V. Dennett, a steelworker who had been identified by other witnesses as a former Communist expelled from the party for "Trotskyism." As he took refuge in the Fifth Amendment, Dennett whipped out a pair of needles and began to knit, refusing to answer questions. The knitting, he explained, calmed his nerves. But Dennett, encouraged by the mild manners of the committeemen, returned to the stand four days later and began to spill the works, detailing his 16 years of Communist party activity.



EUGENE DENNETT

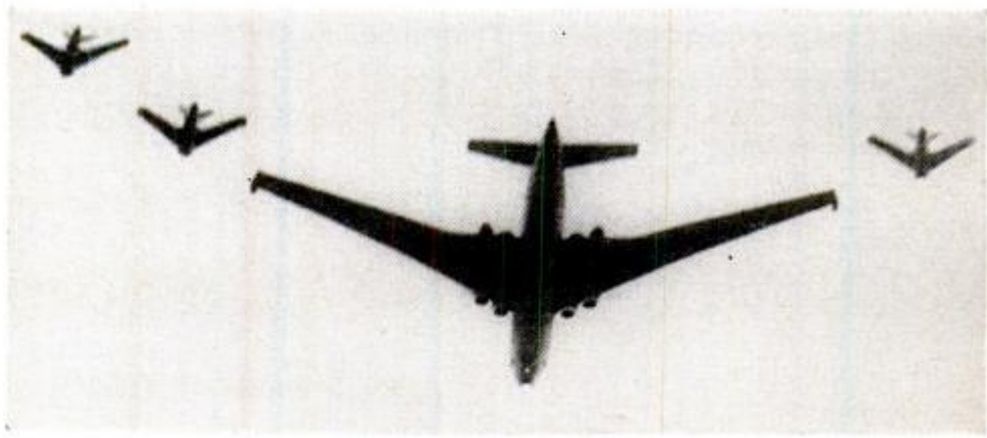
Tragedy in the Senate

Deeply worried over his health, U.S. Senator Lester C. Hunt (D.-Wyo.) announced two weeks ago that he would not seek re-election. Last week, at his desk in the Senate Office Building, he shot and killed himself. Starting life as a dentist, Hunt, a popular vote getter, was Wyoming governor from 1942 to 1948 and U.S. senator since. Because the acting governor of Wyoming is a Republican, he will probably be replaced by a Republican appointee, thus giving the party a Senate majority for the first time since the death of Senator Robert A. Taft.

Ramazan Ali Hamadani, who is 94 years old, 24 inches high and very wizened, was granted a 1,500-rial-a-month ($18.80) pension in Tehran as a retired crown official. Seventy-five years ago Ramazan was one of three favorite dwarfs at the court of Shah Nasr-ed-Din and proud husband of a 9-year-old bride. When those days of glory ended he supported his family, including four dwarf sons and two dwarf daughters, by running a tea shop. But finally, as his age grew greater, he had to ask the government for his pension.

Bobo decides to accept

Mrs. Winthrop Rockefeller disclosed that she had at last decided to accept her husband's $6 million offer for a divorce made last August. She thereupon set out for Reno to establish residence for the divorce. "Bobo", it was reported, will receive a $1 million trust fund, plus $2 million in cash, plus either an additional $500,000 or $70,000 in income, whichever she prefers. Her son will receive a $1.5 million trust fund in addition to the $1 million fund already existing. Her hesitations and delay in accepting this offer, her friends explained, were the results of the "typical attitude of a woman not accustomed to signing legal papers."



NEW RUSSIAN FOUR-JET BOMBER RIDES THE SKIES OVER MOSCOW

Red reach grows

The Soviet military seldom parades the prototype of a new weapon before foreign eyes but often stages a show after the weapon is in production. Recently the T-37, a new four-jet bomber which has certain similarities to both the British Comet and the U.S. B-52, has been appearing over Moscow. It is a sobering lot of airplane: best estimates are that its giant jets have a force of 15,000 pounds thrust; its wing span is 170 feet in a 40° sweepback; its fuselage is 155 feet and its bomb bay 17 feet long by six feet wide, large enough to carry a 10,000-pound all-purpose bomb or a conventional atomic bomb.

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Libby's Pickle Perk-Up!

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Maybe we're old-fashioned—but we're just as persnickety as grandmother when it comes to putting up pickles!

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Our own Libby recipes call for dozens of imported spices, fine, distilled vinegars, and the best cane sugar. The pickles themselves are grown from pedigreed seeds and hand-picked to prevent bruising.

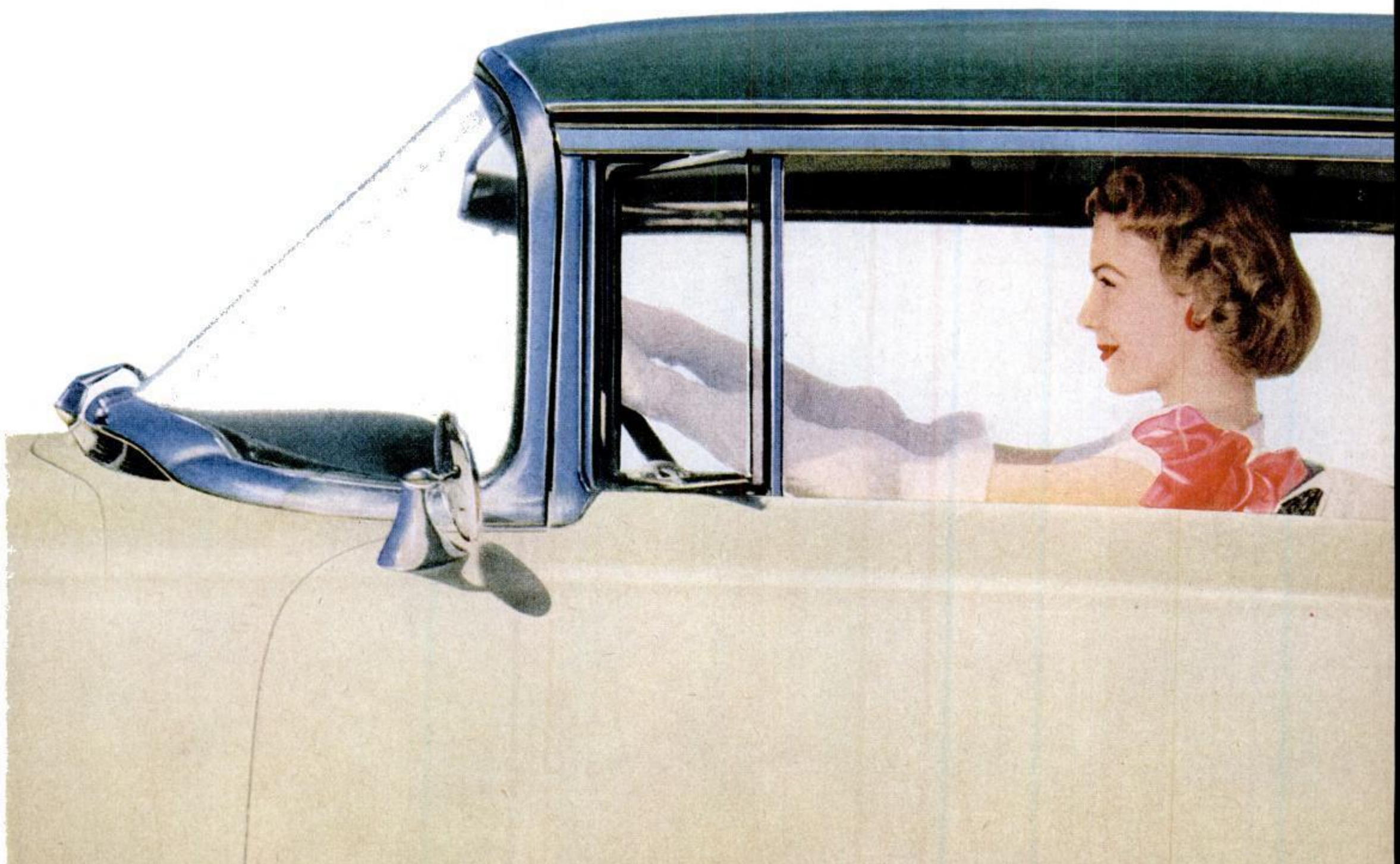
Get several varieties of Libby's Pickles today. Notice how uniform they are—and what values! The family will love them in main dishes or sandwiches. And they practically *make* the picnic! Let Libby's pickles perk up your meals this summer—and all year!



Libby's pickles are available in many styles—and in all the popular sizes from 8-ounce to quart-size jars.

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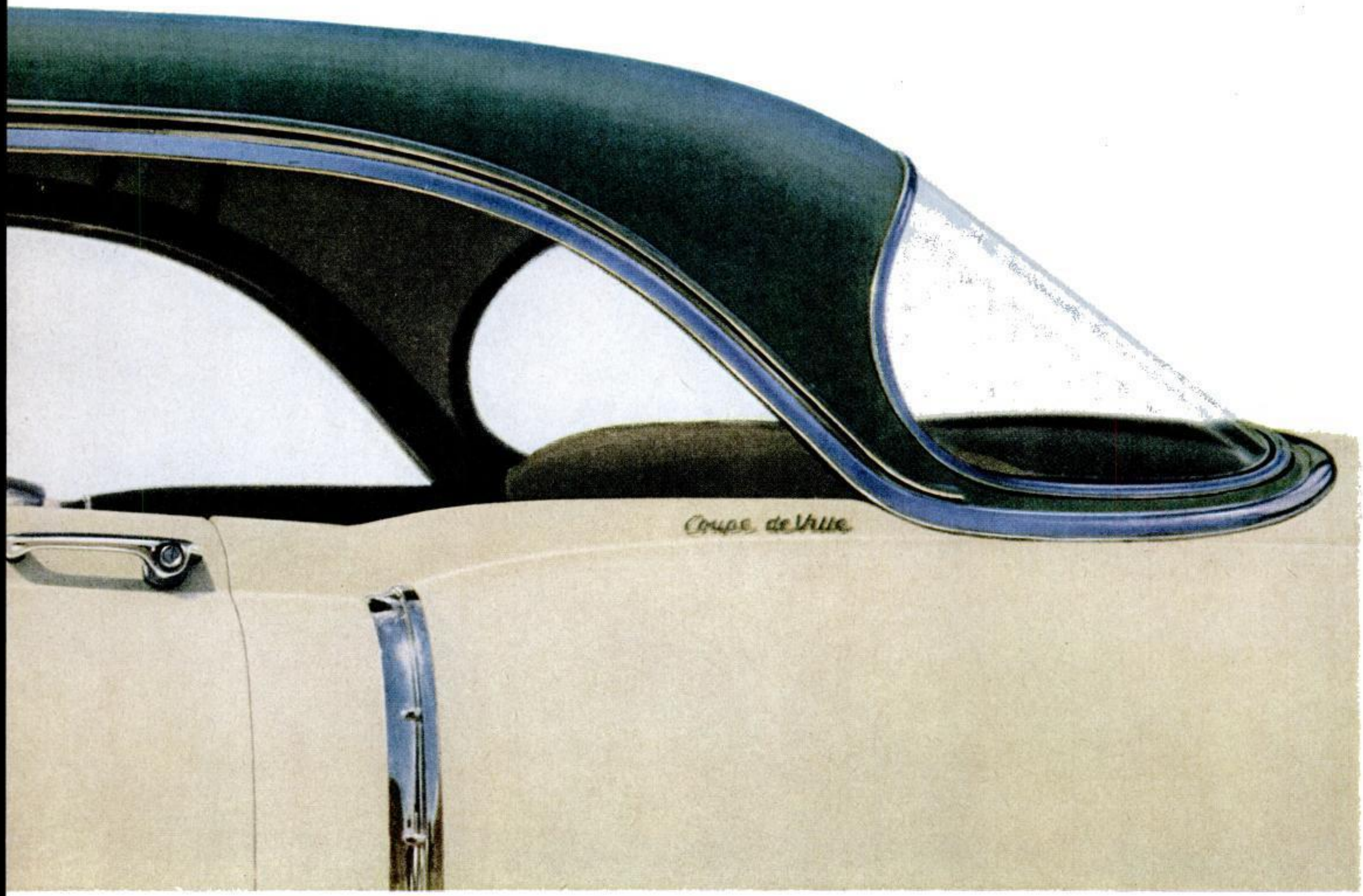
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But there's more to a GM car than looks alone. There are the proved performance of GM high-compression engines—the smoothness of GM transmissions in traffic, on hill or highway—the buoyant bounty of a General Motors ride. There are such GM features as Safety Power Steering, Power Brakes, the Autronic Eye.

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Ansco Color picture of one of Madame Helena Rubinstein's many guests at her New York apartment in which her world-famous collection of fine paintings is housed.

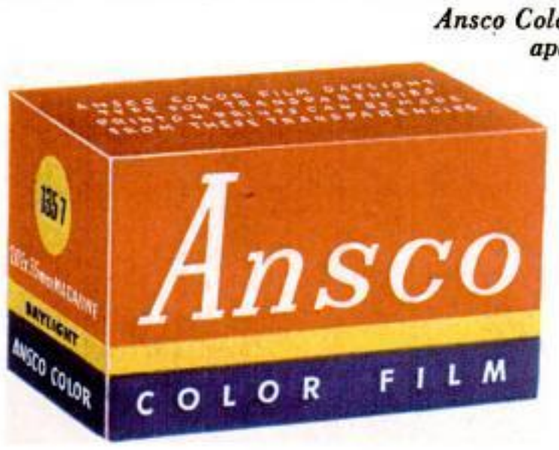
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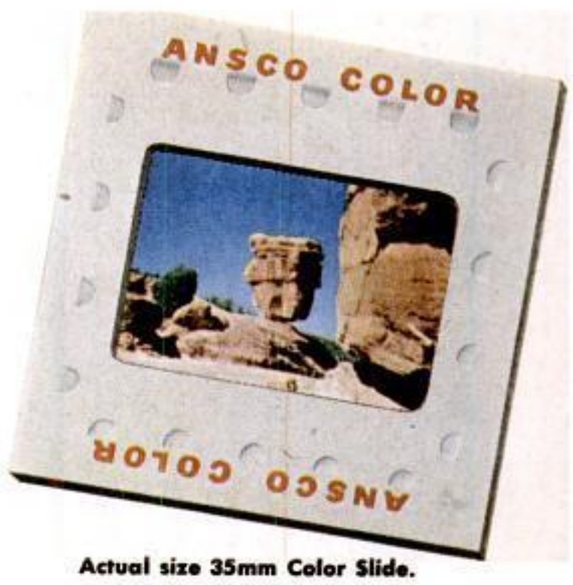
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FLYING LAVA

A subdued volcano down under comes up with a molten blast

New Zealanders, accustomed to the regular, gentlemanly outbursts of 7,500-foot-high Mt. Ngauruhoe, the country's most active volcano, were excited this month when the old mountain made a fiery show of itself for the first time in years. Spectators flocking to watch were mostly content to stay at a distance. But a photographic plane, flying low over the boiling crater, survived buffets of hot air to bring back this extraordinary picture of smoke, volcanic steam and red-hot lava being hurled thousands of feet into the air.

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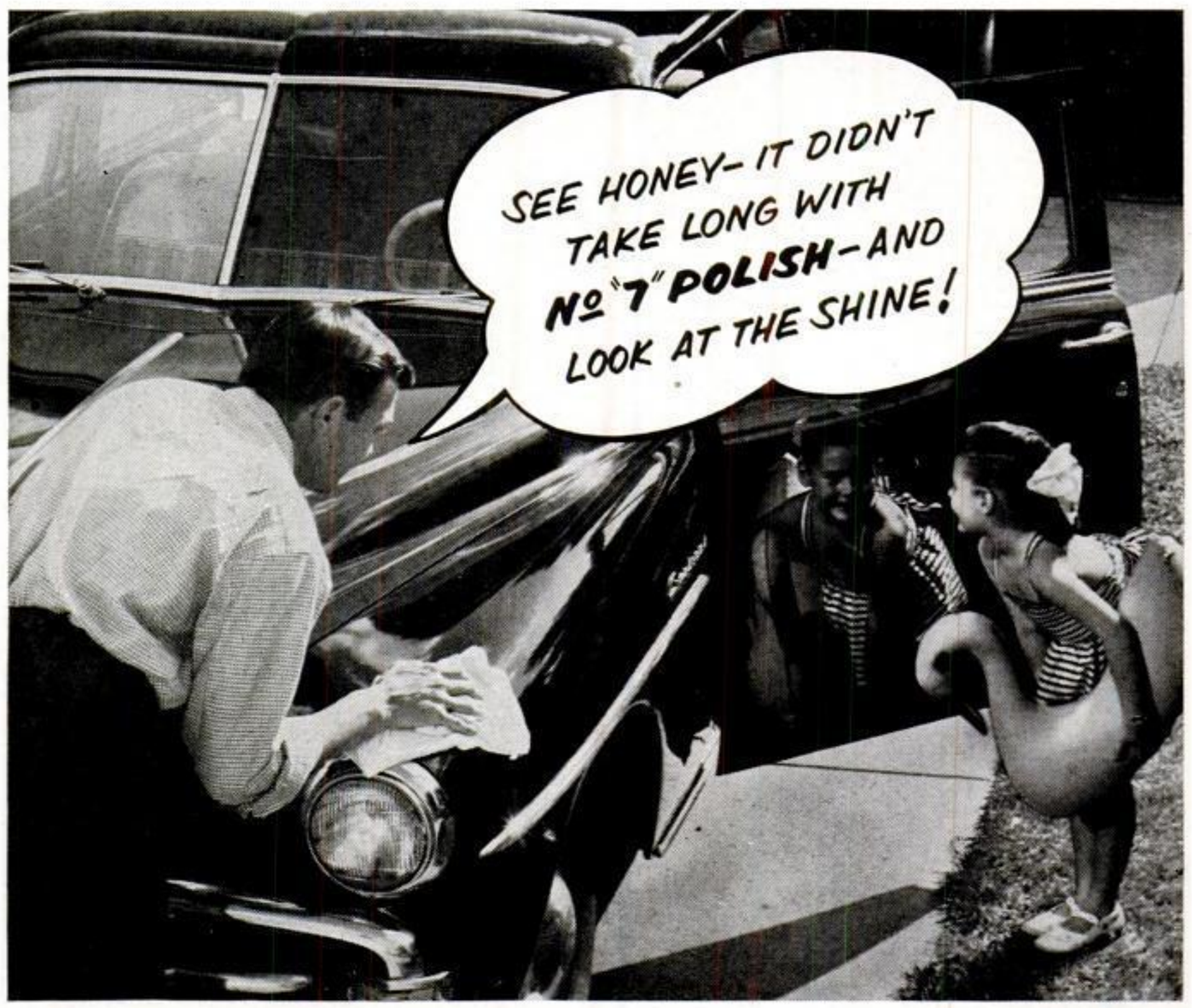


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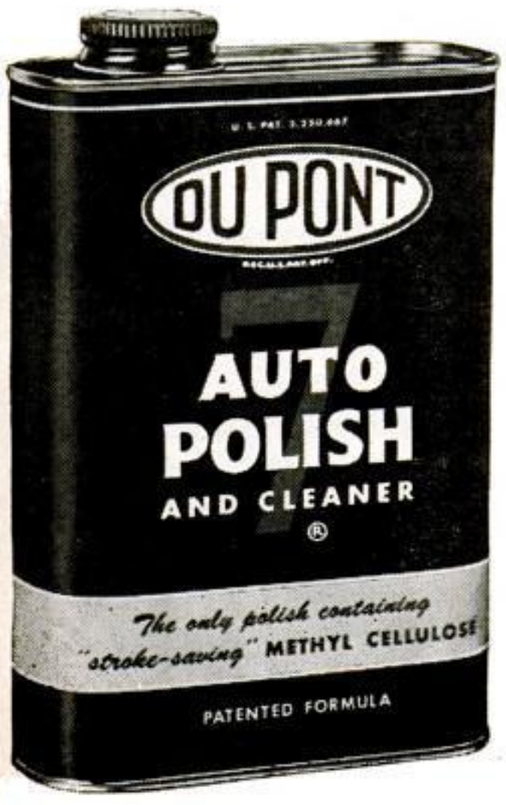
Easiest way to make your car shine:

DU PONT Nº 7® POLISH

cleans and shines at the same time

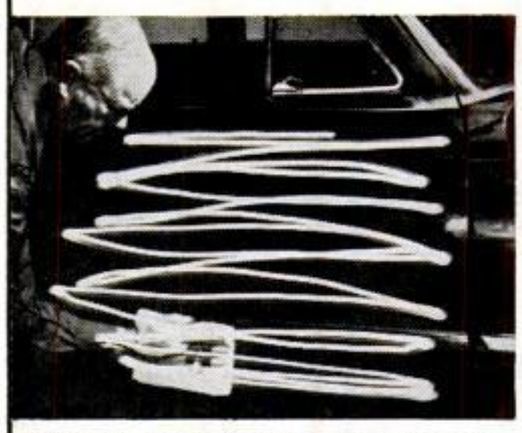
It's faster . . . it's easier

And no other one-operation polish —no matter how expensive—gives longer-lasting finish beauty

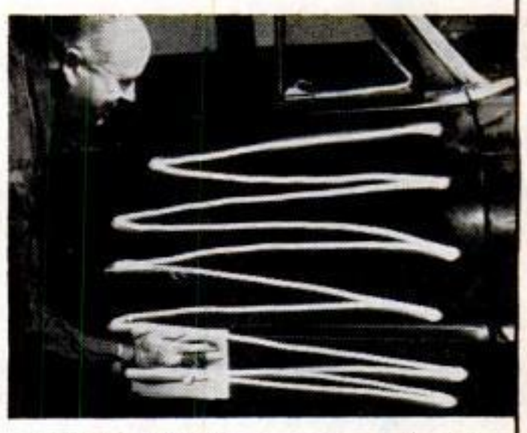


Now . . . brighten your car finish to a rich gleaming luster WHILE you take off dull traffic film and dust! Du Pont No. "7" Polish does it all in one simple operation. Nothing more to buy . . . nothing more to use. You're through in a jiffy because *only* Du Pont No. "7" contains "stroke-saving" *methyl cellulose*. And you can't get a longer-lasting shine from *any other* cleaner-polish . . . no matter how much you pay. So use Du Pont No. "7" next time your car needs polishing. See how much more pep you have left! Only $1.00 at most stores.

Tracer light shows why No."7" Polish is easier!



TRACER light shows extra clean-up movements required because polish used here does not contain a special ingredient exclusively in today's Du Pont No. "7" Polish.



COMPARE far fewer motions to get same shine with today's Du Pont No. "7" Polish. That's the "stroke-saving" action of *methyl cellulose*. *Only* Du Pont No. "7" Polish has it.

DU PONT
REG. U. S. PAT. OFF.

DU PONT Nº "7" PRODUCTS

From Chemical Research . . . For Easier Car Care

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

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ED FURGOL COMPLETES A LONG IRON SHOT WITH HIS STIFFENED LEFT ARM CRAMPED CLOSE AGAINST HIS SIDE

TRIUMPH OVER A HANDICAP

Despite short left arm, Ed Furgol beats nation's best golfers in the Open

Ed Furgol, 37, is a silent, aloof golf player with a strange style and a withered left arm. Because this arm, broken in a playground fall when he was 11 years old, will not bend, Furgol gets his power from his right arm and by rotating his upper torso. He chops at the ball, has a constricted follow-through (*above*). In fact he does everything that, as the professional at the Westwood Country Club in Clayton, a St. Louis suburb, he tells his students not to do.

But this year, his ninth as a pro, Furgol won the Phoenix Open tournament and then came on to America's most important tournament, the Open, scheduled for Baltusrol Golf Club in Springfield, N.J.

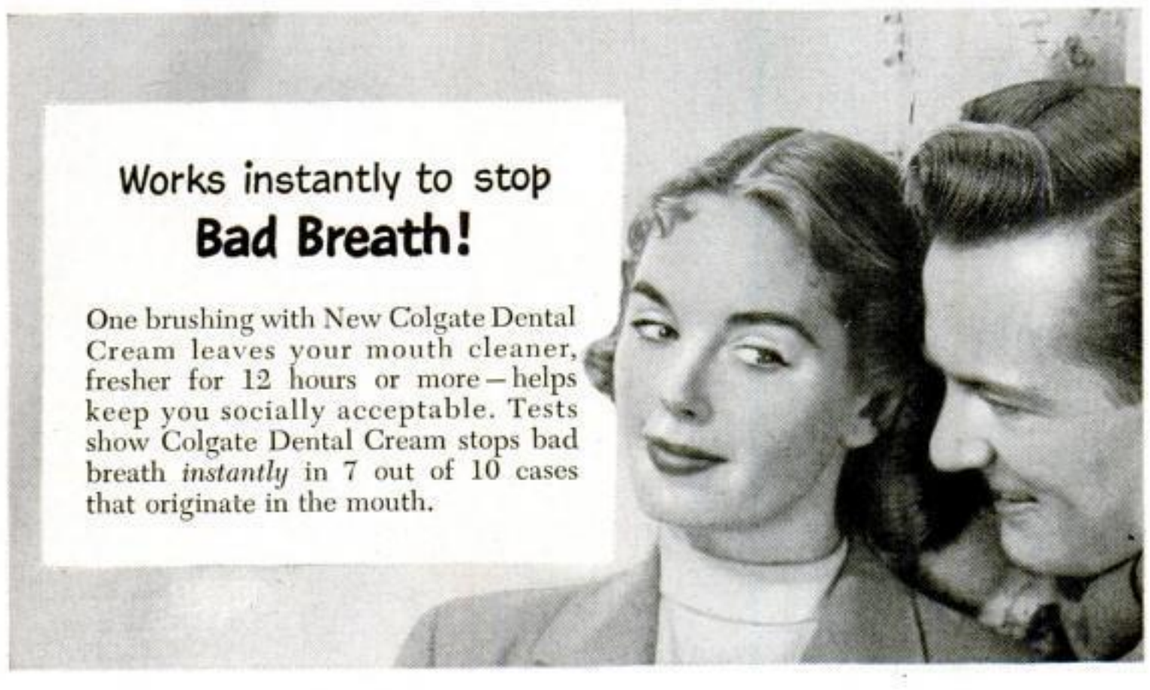
As the play proceeded he walked the fairways almost alone while the Hogans, Sneads and Billy Joe Pattons drew the crowds. But hole after hole he played top golf while the famous contestants fell behind. He came to the 72nd and final hole of the competition needing only a par to maintain his lead. He did it in as wild a finish as the Open has seen, approaching the final green so obliquely that he actually played one lie from a different golf course. But with the series of shots shown on the next page, unknown Ed Furgol jumped right into golf immortality.

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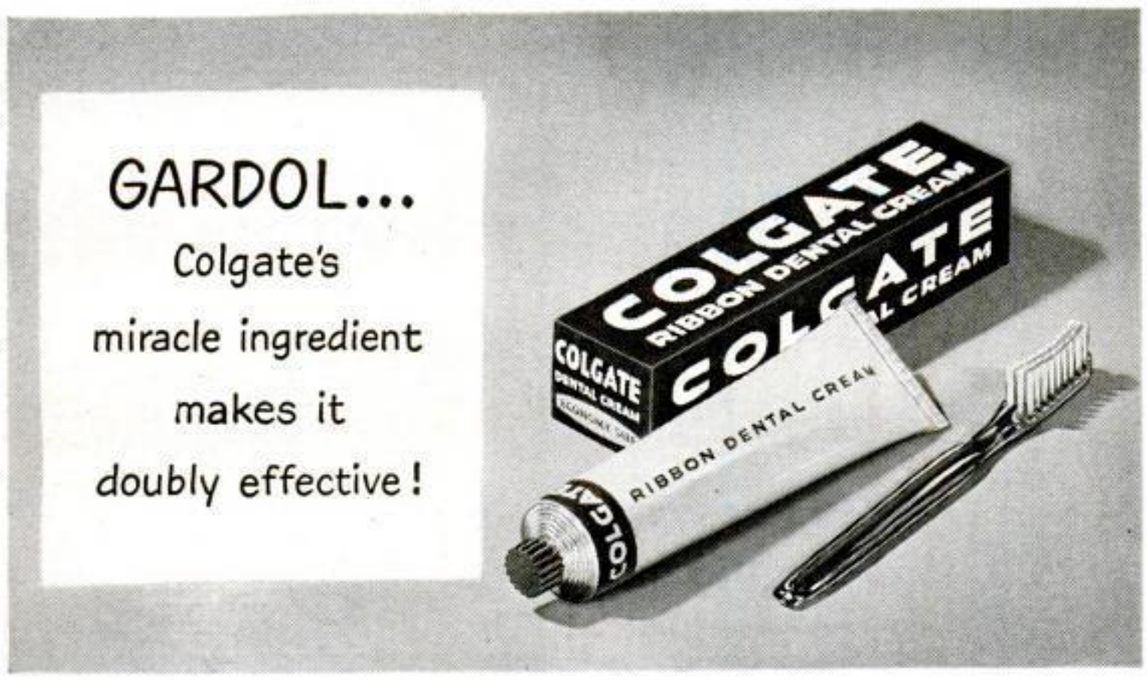
New Colgate Dental Cream with GARDOL*



CLEANS YOUR BREATH...



while it GUARDS YOUR TEETH!



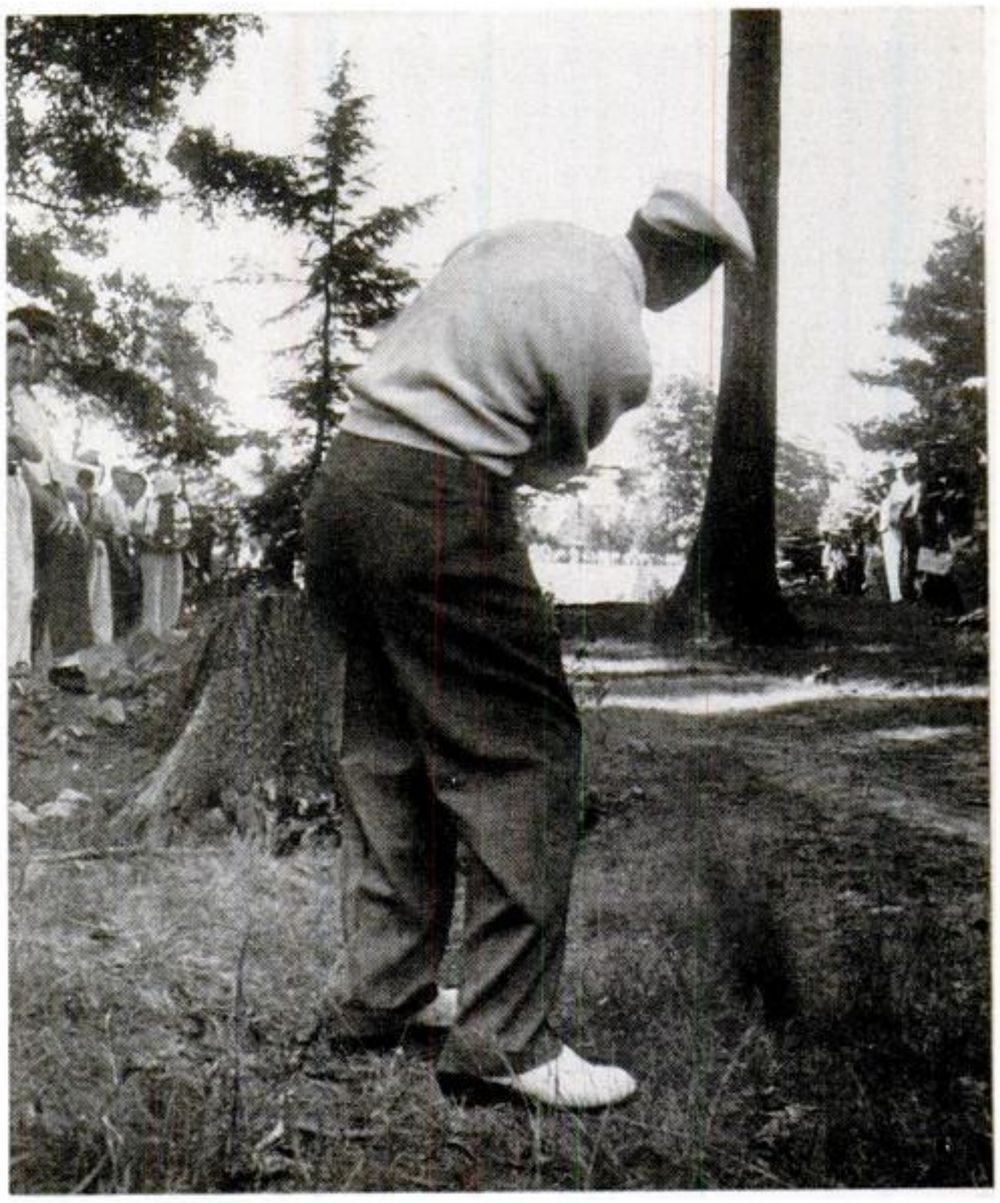
HOW GARDOL WORKS:

Every time you brush your teeth with New Colgate Dental Cream, Gardol binds itself to your teeth . . . remains active for 12 hours or more. That's why Gardol, Colgate's long-lasting anti-enzyme ingredient, gives the surest protection against tooth decay ever offered by any toothpaste—leaves your mouth cleaner, fresher for 12 hours or more!

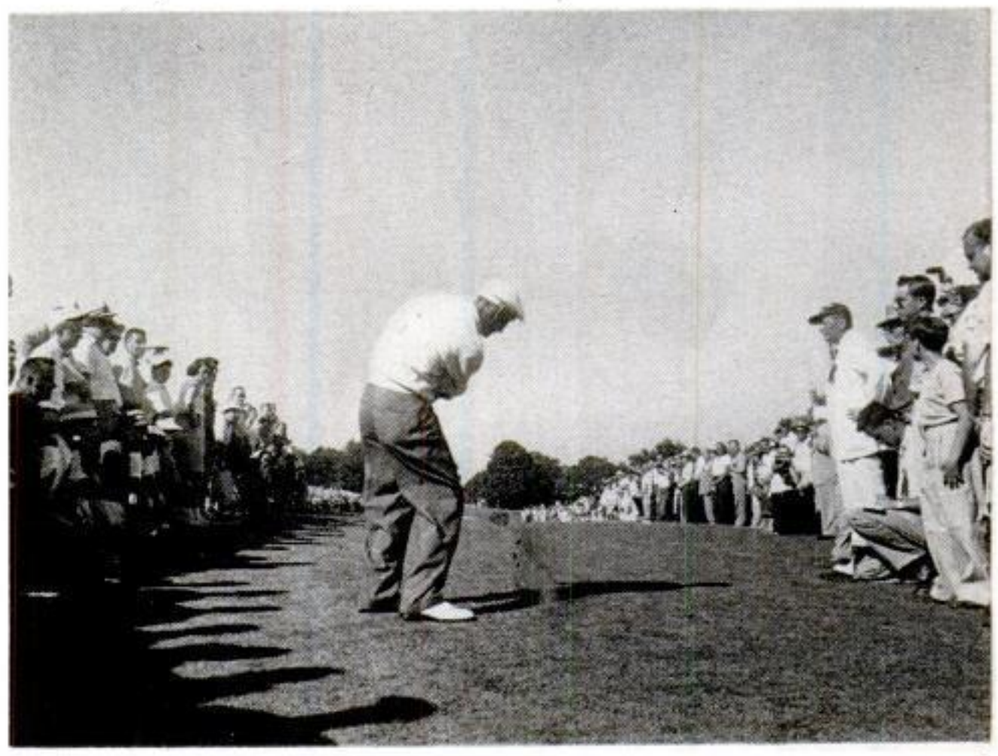
Gardol's protection won't rinse off or wear off all day. Thus, morning and night brushings with New Colgate's with Gardol give continuous protection around the clock.

*COLGATE'S TRADE MARK FOR SODIUM N-LAUROYL SARCOSINATE

ONLY COLGATE'S GIVES YOU FULL GARDOL PROTECTION AGAINST TOOTH DECAY!



IN TROUBLE on the final hole, Furgol finds best way out of woods is to pitch to fairway of club's other course. With an eight iron, he lofts past tree.



OUT OF TROUBLE, Furgol takes back way to 18th green with a 160-yard seven-iron shot through the crowd, which had collected quickly to watch him.



INTO THE HOLE goes Furgol's four-foot putt for a score of 284 for the 72 holes. He was one stroke ahead of Gene Littler, the 1953 amateur champion.

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Pepsi-Cola refreshes without filling



LIGHT are the burdens that countless grooms will carry over thresholds this June. Lighter and lovelier, slenderer and more shapely than ever before.

For the modern girl knows how to care for her figure. She knows, too, how much of her future health and happiness both depend on keeping that youthful waistline.

Her sensible modern taste has therefore turned increasingly to lighter and less filling foods and drink. And that is the taste with which Pepsi-Cola has steadily kept pace.

Today's Pepsi is light, dry (not too sweet), reduced in calories. It is the modern, the light refreshment. It refreshes without filling.

And note for brides and grooms: You can buy Pepsi in the familiar economy bottle that serves two people. It also comes in the smaller, single-drink size, just right for one.

Refresh without filling. Have a Pepsi.

Pepsi-Cola
The Light Refreshment

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AT KOTA BHARU A DELEGATION OF SILK-CLAD CLUB LADIES GATHER AROUND SIR GERALD AND LADY TEMPLER (BEHIND THE GENERAL) TO BID THEM FAREWELL

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AT HIS DESK THE "IRON MAN" PEERS QUIZZICALLY OVER HIS GLASSES

IRON MAN OF MALAYA LEAVES HIS POST

Templer found way to beat Reds and win friends



MacGILLIVRAY

Native clubwomen (*opposite page*) and soldiers alike turned out in Malaya recently to thank a general for doing a job that is rarely appreciated by a colonial people. He is Sir Gerald Templer, high commissioner for the past 28 months, and a man whose gentle appearance (*above*) seems to contradict his nickname, the "Iron Man of Malaya." In 1952 when he arrived, Communist terrorists were running wild. They had just assassinated his predecessor, were ambushing cars in broad daylight, shooting up whole villages at night and threatening an even bloodier rebellion on the order of Indochina. Templer's tactics were drastic. He developed cunning ambushes of his own, mobilized informers in every native settlement and on occasion burned down entire villages which continued to supply the Reds with food. His military moves were matched by equally drastic social reforms. He made the British admit Malayans into their most exclusive white man's club and taxed shopkeepers to finance new schools. When Sir Donald MacGillivray (*inset*) finally replaced him, Sir Gerald had not only restored a measure of stability in Malaya unknown since the Japanese attack in 1941, but had also gone a long way to restoring Britain's wilted prestige in that part of the world.

CONTINUED ON NEXT PAGE



New
Sun Tan Cream
For Dry Skin—
Silkens your skin
while it helps
you Tan!

- ▶ Keeps moisture in skin
- ▶ Prevents "leathery" dryness
- ▶ Promotes lovelier tan

Here is a new sun-beauty formula that lets you tan gloriously—*without sun-dried leathery skin!*

Skin treatment and tanning cream in one!

New Sun Fluff actually keeps precious moisture in your skin under blazing sun or drying wind. It softens, penetrates, smoothes . . . *gives you a more beautiful tan—silky textured, dewy fresh!*

Lasts longer on skin

Sun Fluff contains a special cling ingredient that makes it stay on your skin longer. It doesn't rub off so quickly, gives you longer protection.

Guard against dry skin this summer. Use Sun Fluff for a far lovelier tan.



"Flaky" arms and legs caused by dried-out, "dead" skin give your tan a gray look. Use Sun Fluff to keep skin soft, moist, supple.

Pressurized container holds more—up to six times as many applications. Easy to apply. No messy spillage . . . Sun Fluff can't stain. Break-proof too.



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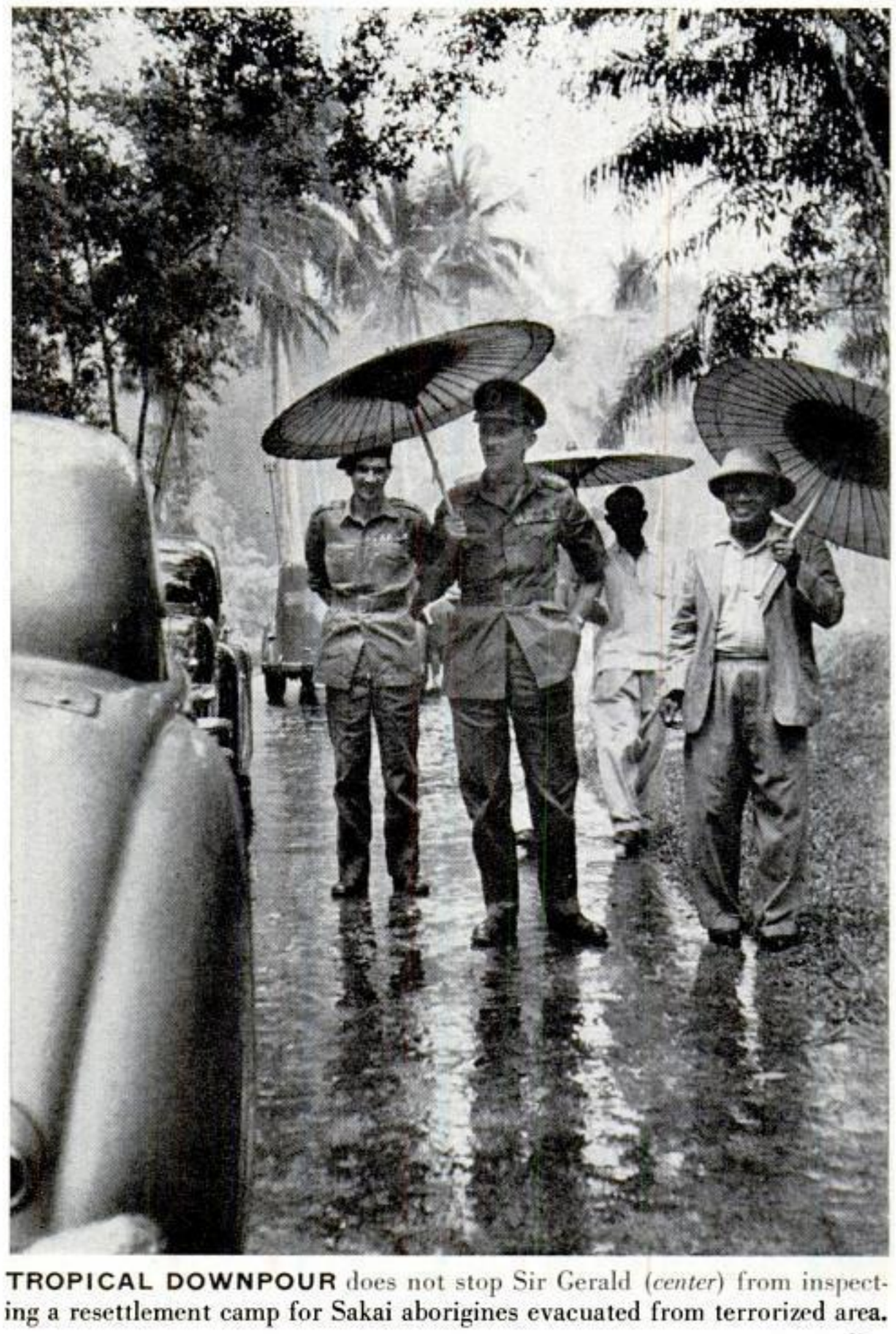
TAKING BABY?
TAKE "KD's"!
THROW-AWAY DIAPERS WITH
WATERPROOF BACKS!



Kleinert's Disposables are so soft; have silk-soft Visqueen backs

• SOFTER than any other disposable diaper you can buy.
• PIN THEM on just as you do any regular fabric diaper.
• WON'T STICK; can't disintegrate on baby's sensitive skin.
• NO WETPROOF PANTS are needed with waterproof KD's.
• WHEN YOU'RE AWAY... just throw soiled ones away!
Package of 24 for only $1.98
• LOOK: Kleinert's Ostrich Grain Bag (above) keeps food hot or cold 3 to 5 hours! $4.25

®Kleinert's KD's



TROPICAL DOWNPOUR does not stop Sir Gerald (*center*) from inspecting a resettlement camp for Sakai aborigines evacuated from terrorized area.

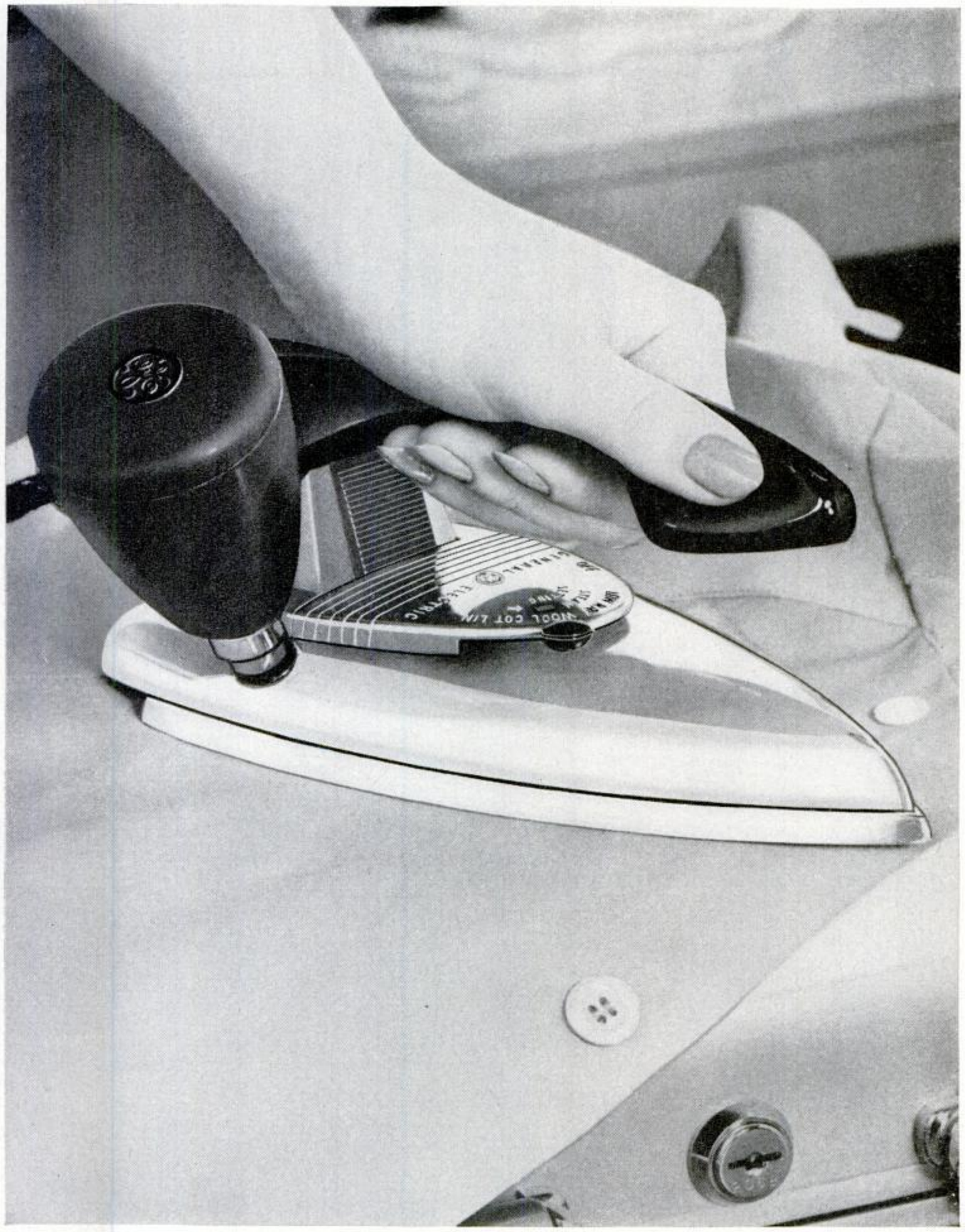


SPRAY TRUCK, led by armored car, squirts vegetation-killing chemical to eliminate Red ambush positions along the road. This was Templer's idea.

CONTINUED ON PAGE 46

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G.E. Develops 1¾-Pound Fold-up Steam Iron to Do All Pressing Jobs for Travelers!



New Steam Travel Iron takes up less suitcase space than pair of slippers . . . costs only $14.95*

Travelers who have long complained about what suitcases do to freshly packed clothes can now relax. At last there's a lightweight, compact travel iron that keeps clothes looking *really* fresh—because it *steam*-presses them, just like a tailor does.

A detachable rubber bulb transforms the new G-E Travel Iron into a steam iron in seconds. Just by filling the bulb with water and fitting it onto the iron, the iron is ready in seconds to steam-press travel wrinkles out of suits, skirts and light fabrics.

Without the bulb, it becomes a fine automatic dry iron. And it works on both AC and DC!

Ideal for vacationists, salesmen, anyone who owns a suitcase! See it at your General Electric dealer's today.

The G-E Steam Travel Iron means your travel wardrobe stays fresh—you look better and need fewer clothes. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

** Manufacturer's recommended retail or Fair Trade price*

GENERAL ELECTRIC



STEAM SAVES TIME AND MONEY on pressing bills for suits and woolens. Your wardrobe stays fresh with simple touch-up steam ironing, needs no valet service.



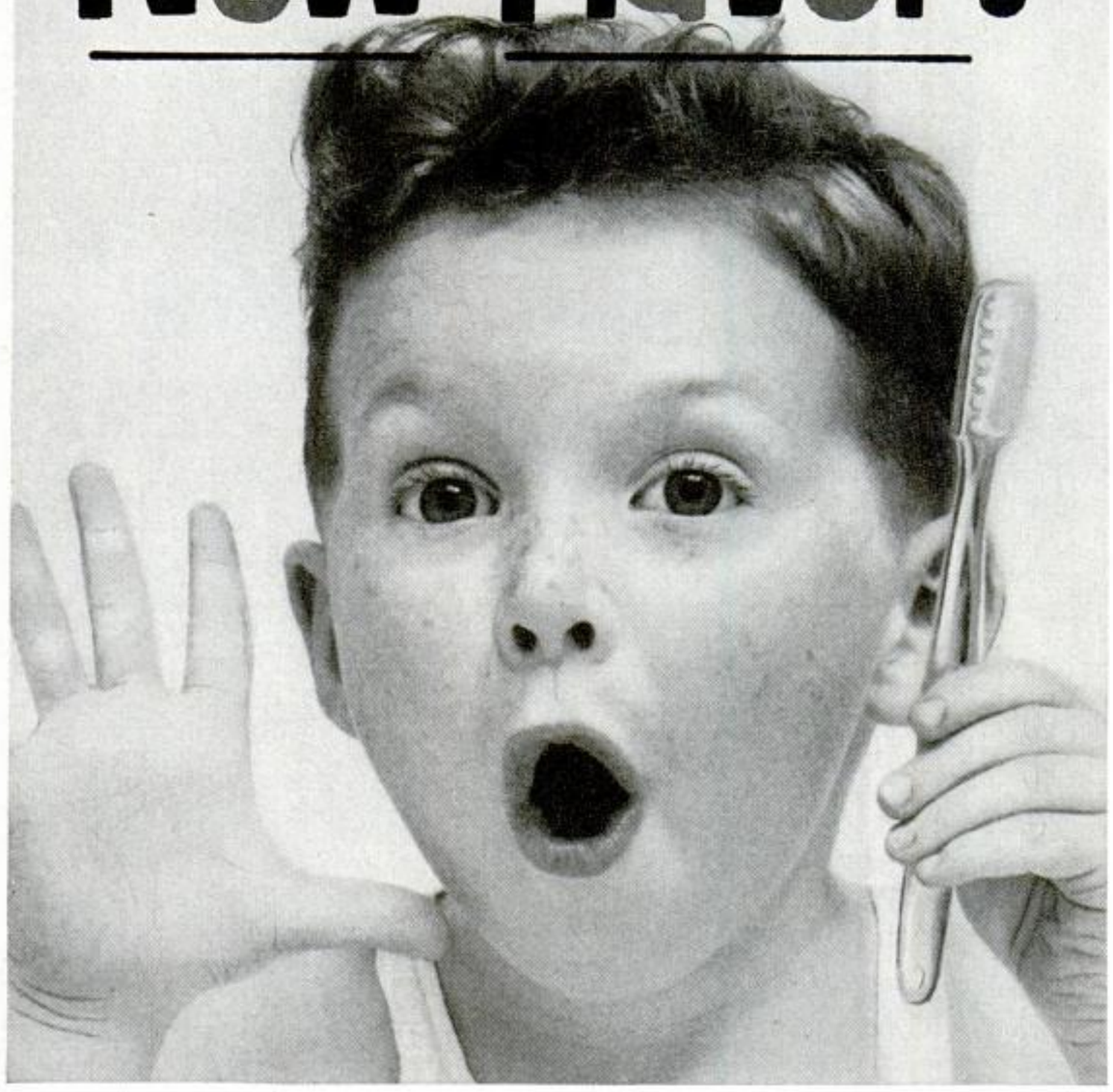
WRINKLES DISAPPEAR from some light fabrics like magic. Dresses crushed in a suitcase smooth out when steam from the travel iron passes through the fibers.



LIGHT, COMPACT, easy to travel with. Handle folds down. Takes up less suitcase space than a pair of slippers. Comes complete with carrying case.

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WHEE! New Flavor!



GOSH! Kids and grownups go for New Flavor Pepsodent! Tastes so refreshing. That's not all! Because of it's exclusive formula, with Irium New Pepsodent gets teeth cleaner and whiter than any other leading toothpaste. And you know cleaner teeth mean cleaner breath, healthier teeth–a prettier smile!

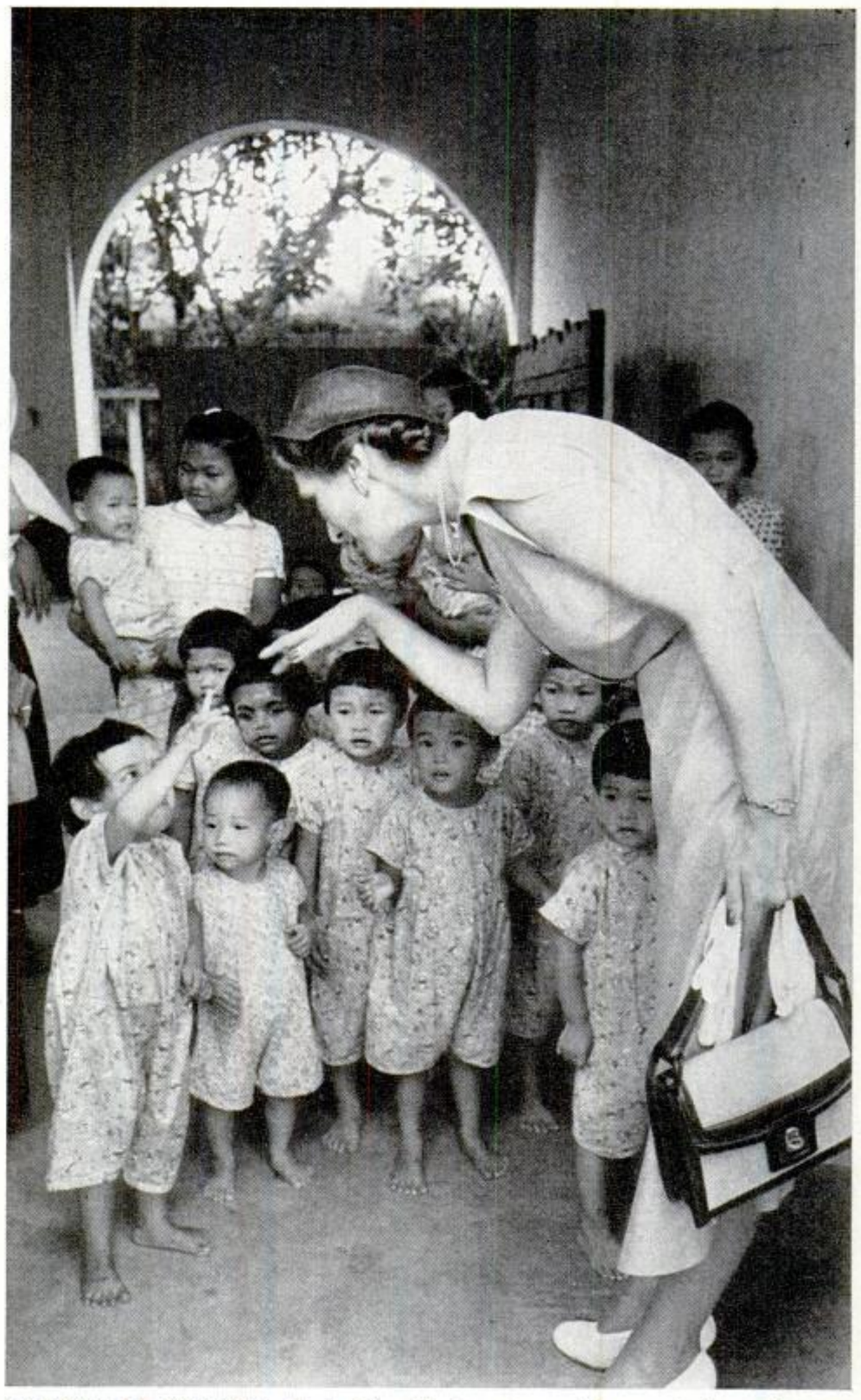
LEVER BROTHERS GUARANTEE YOUR DELIGHT! You and your kids will love it—or your money refunded.

Have you tried Pepsodent chlorophyll—or tooth powder?



your own proof is the

Clean Mouth Taste for Hours



FAREWELL WAVE by Lady Templer is returned by tot in Seremban orphanage. She took active part in Malayan welfare work during Sir Gerald's stay.



FAREWELL TEARS are shed by Lady Templer at Kuala Lumpur airport as she stands beside the new high commissioner's wife, Lady MacGillivray.

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This is the easy Wesson way for barbecue sauces and salads





Pour Wesson Oil for fresh, savory barbecue sauce and save the fuss of measuring and melting solid fat. Pour delicate Wesson Oil for the fresh, homemade salad dressing you make in *one minute!* It's Wesson's wonderful *delicacy* that brings out all the subtle flavor and garden freshness of salads. It's Wesson that stays pure and delicate, even over hot barbecue fires, to protect the good flavor of all your outdoor cooking.

You can't buy dressing or sauce that could suit your taste more exactly. Those you make with light, sparkling Wesson Oil—you can season to your own liking—mild or spicy, just as you prefer!

FIESTA FRENCH DRESSING
(for salad)

¾ cup Wesson Oil
¼ cup vinegar
1 teaspoon salt
1 teaspoon sugar
2 teaspoons paprika
¼ teaspoon black pepper
2 teaspoons French's Prepared Mustard

Combine and shake well in covered jar. Yield: 1 cup.

CRISP GREEN SALAD: Combine your favorite greens, such as romaine, watercress, leaf lettuce, head lettuce and spears of French endive; garnish with cucumber and radish slices. Toss with Fiesta French dressing.

WESSON JIFFY BARBECUE SAUCE
(for basting and serving with chicken)

½ cup Wesson Oil
¾ cup chopped onion
¾ cup ketchup
¾ cup water
⅓ cup lemon juice
3 tablespoons sugar
3 tablespoons Worcestershire sauce
2 tablespoons French's Prepared Mustard
2 teaspoons salt
½ teaspoon black pepper

Cook onion till soft in hot Wesson Oil. Add remaining ingredients. Simmer 15 minutes. Enough sauce for basting and serving with 2 chickens.

FOR BARBECUING CHICKEN OUTDOORS: Brush sauce on halves of broiler chickens before and during broiling. Broil 30 to 45 minutes—12 to 14 inches from coals. Start with inside of chicken down facing coals and turn to finish with skin side down. Serve with remaining sauce.

This sauce may also be used for barbecuing indoors. Wonderful with hamburgers, frankfurters, or other favorites.

Let's have a barbecue . . .
and for the sauce and the salad, use America's Favorite . . .

Wesson Oil



See "HAWKINS FALLS" NBC-TV network Monday thru Friday

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Let's have a Barbecue!

and make it something wonderful with...

MUSTS for your barbecue parties are French's pure yellow Mustard and French's savory Worcestershire Sauce. French's adds a zesty flavor to meats, salads, sandwiches. No wonder good backyard chefs prefer French's!

FRENCH'S

FRENCHWISE BARBECUE SAUCE

3 tablespoons Wesson Oil
1 medium onion, minced, or 2 tablespoons French's Onion Flakes
1 small green pepper, minced, or 2 tablespoons French's Pepper Flakes
2 tablespoons brown sugar
2 tablespoons French's Prepared Mustard
1 tablespoon French's Worcestershire Sauce
1 teaspoon salt
¾ cup ketchup

Combine ingredients; simmer 15 minutes. Yield: 8 servings. Serve with broiled frankfurters or hamburgers.

FIESTA FRENCH DRESSING

1 teaspoon salt
1 teaspoon sugar
¼ teaspoon French's Black Pepper
2 teaspoons French's Prepared Mustard
¼ cup vinegar
⅔ cup Wesson Oil
2 teaspoons French's Paprika

Combine all of the ingredients and shake well in covered jar. Shake again before serving. Store in covered jar on pantry shelf. Makes 1 cup.

FRENCH'S MUSTARD • FRENCH'S

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French's

WORCESTERSHIRE SAUCE

SHAKE WELL

This Sauce possesses Zest and a Particular Piquancy

French's

PURE PREPARED MUSTARD

CREAM SALAD BRAND

Free NEW RECIPE LEAFLET "Barbecue Treats!"

The R. T. French Co.
1968 Mustard Street, Rochester 9, N. Y.

Name _____

Address _____

City _____ *State* _____

WORCESTERSHIRE SAUCE

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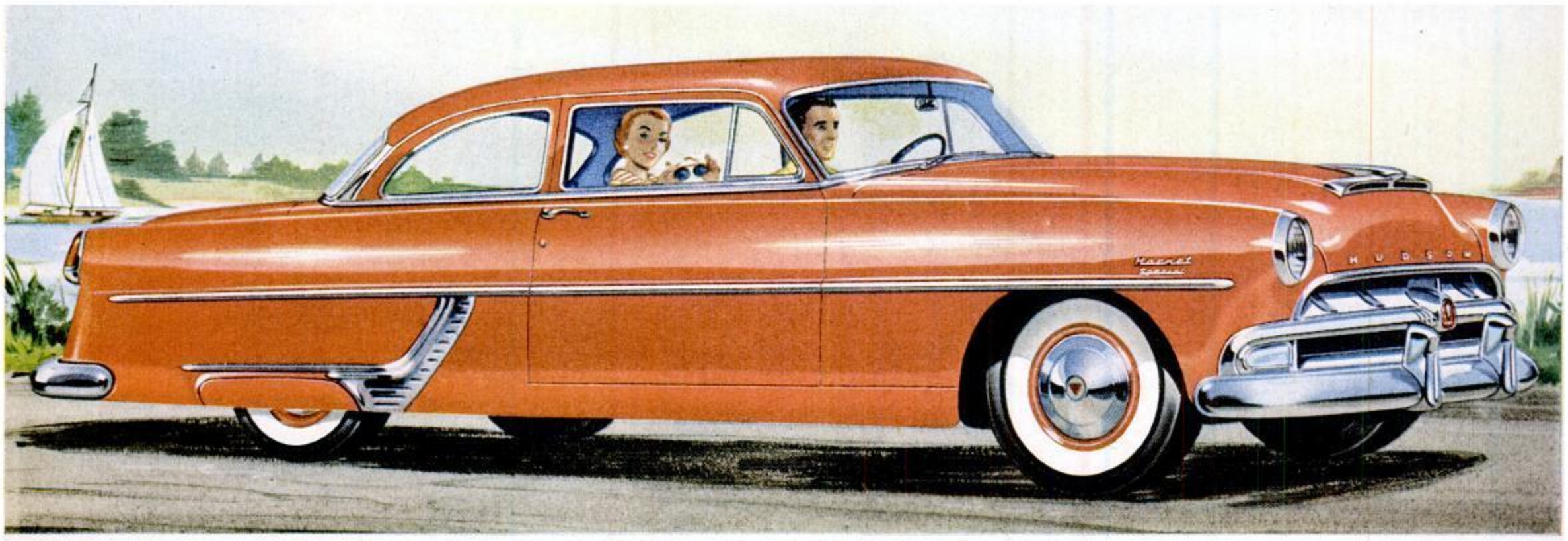
NEW LOW PRICE

FOR THE NATIONAL CHAMPION

Winner of more stock-car events than all other makes combined!



"Family cars like those you buy from dealers, compete in stock-car events throughout the U. S. Records show which is safest, most roadable, durable. These records show it's Hudson—with no other make even close," says Frank Mundy, AAA champion, shown in his winning Hornet.



Hudson Hornet Special Club Coupe. Also available in Four-Door Sedan and Club Sedan.

New HUDSON HORNET SPECIAL

Now! You can own the fabulous champion of the U. S. stock-car tracks . . . at a new low price. It's the Hudson Hornet Special. It has a Hornet engine, full Hornet size, gives you full championship performance.

It gives you a silk-smooth, rock-solid, safe ride due to its low center of gravity . . . the result of Hudson's exclusive "step-down" design. It's the safest car built; and one of the most comfortable.

The Hornet Special gives you Flight-Line Styling, luxury far beyond its low price. Nothing, save the Hornet itself, can equal it. Your Hudson dealer will gladly let you drive the new Hornet Special. Call him soon.

THE **HORNETS**

THE **WASPS**

THE ***JETS***

HUDSON DIVISION OF AMERICAN MOTORS

Standard trim and other specifications and accessories subject to change without notice.

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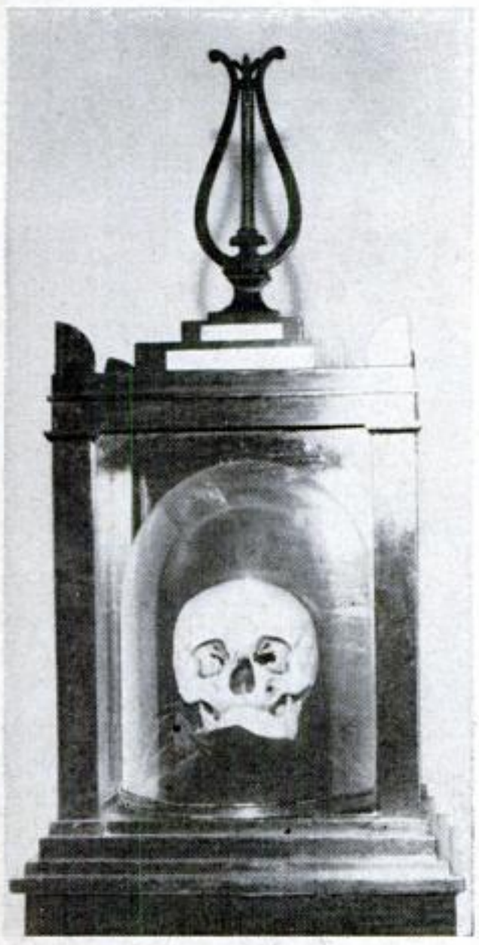
HOLDING HAYDN'S SKULL ALOFT, SCULPTOR GUSTINUS AMBROSI SHOWS IT TO THE CROWD, BEFORE PLACING IT IN THE COFFIN WITH THE OTHER REMAINS

Haydn's Skull Is Returned

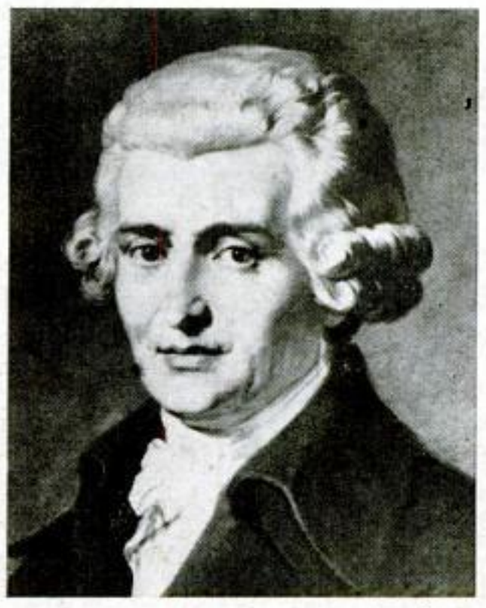
AFTER THEFT 145 YEARS AGO, BODY IS COMPLETE

Joseph Haydn died full of honors and all of a piece on May 31, 1809, after 77 fruitful years spent writing operas, Masses, sonatas, symphonies, quartets, overtures, oratorios, concertos, divertimentos, and the tune that became *Deutschland über Alles.* Eight days after his funeral a few of his admirers sneaked into the cemetery, cut off his head and carried it away to measure it. Eleven years later, the loss was discovered.

Since then efforts to get Haydn's skull back have been complicated. The thieves were promptly unmasked, but they confused everything by producing false skulls. One thief, repentant, tried to will the true skull to the Friends of Music Society—but another thief, unrepentant, presented it to his doctor. The doctor's sons finally gave it to the society which put it in a glass case on a piano. From there, recently, as a climax to Vienna's annual music festival the skull was taken to Haydn's grave in Eisenstadt and reunited with the remains.



HAYDN IN DEATH was displayed by the music society which received skull as a bequest from descendants of the doctor of the original ghouls.



HAYDN'S HEAD was painted in middle age. He was court musician to the princes of Esterhazy, a family famous for its warriors and diplomats.

CONTINUED ON NEXT PAGE

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Cuts tape for you!



Red Cross Adhesive Tape in the new

Cut-Quick® Roll



ZIP and it's cut!



THE world's finest tape in the world's most convenient package! *The safety cutter snips off the tape for you—easily* and *quickly.* Just 25¢.

1 Pull



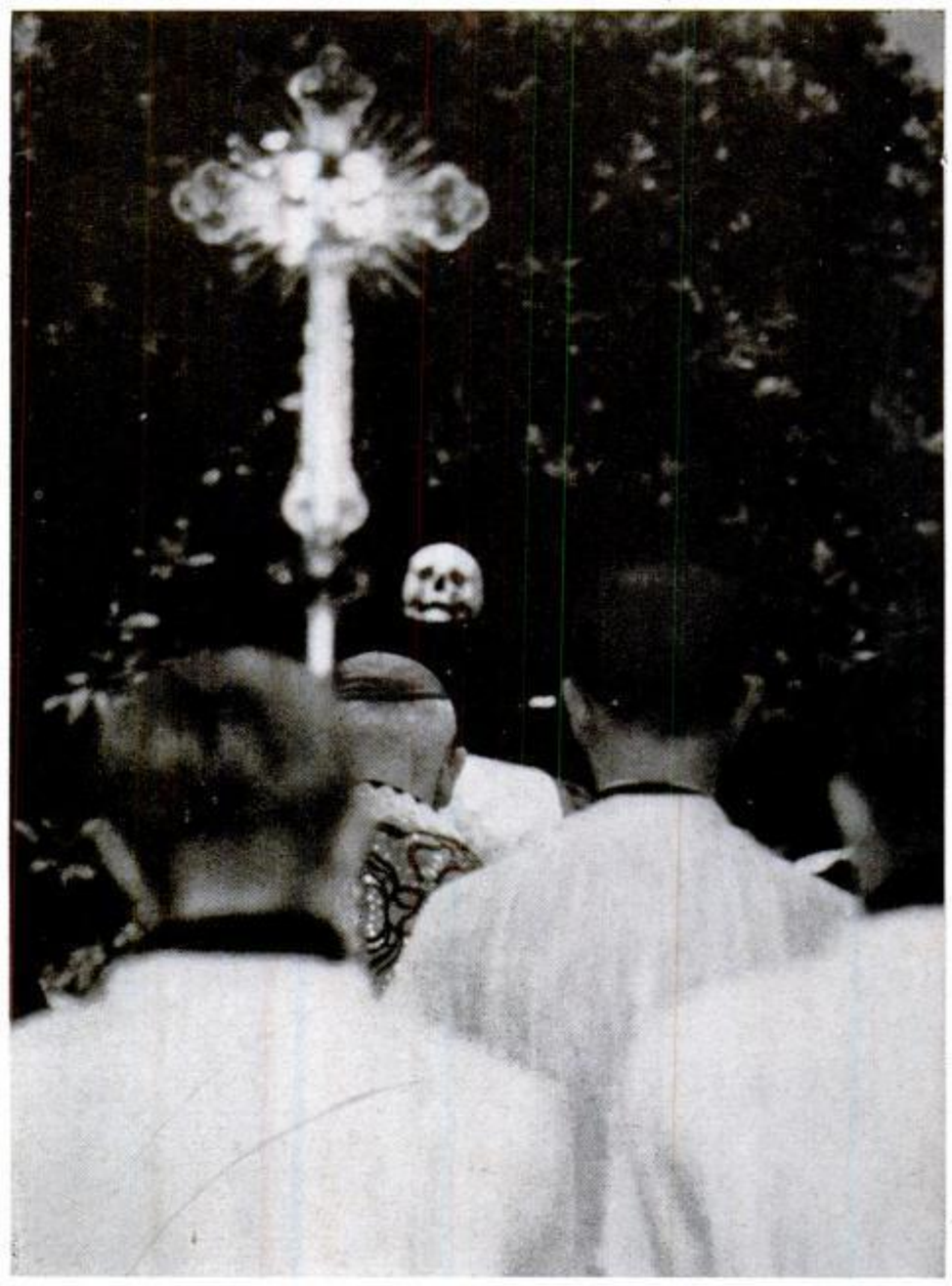
2 Close *safety cutter*



3 Cut

Johnson & Johnson

No connection with American National Red Cross



FIRST STEP on skull's journey to Haydn's grave came when it was blessed in Vienna by Theodor Cardinal Innitzer, assisted by several of his priests.



IN LEATHER CASKET the skull is carried from the Vienna Friends of Music Society building and placed in a hearse on a bed of ferns and flowers.

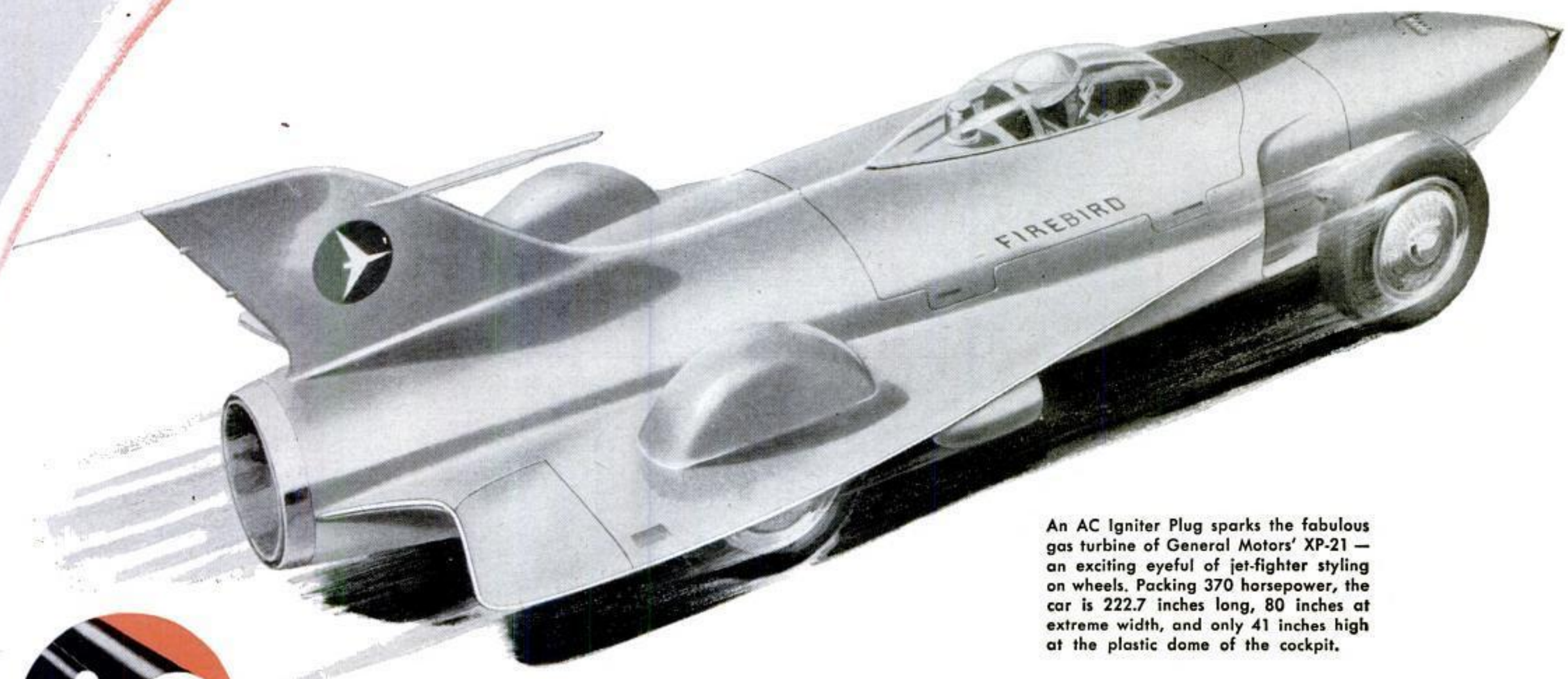


AT HAYDN'S BIRTHPLACE in the village of Rohrau, east of Vienna, the cortege paused while musicians played variations from his *Emperor Quartet.*

CONTINUED ON PAGE 54

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Sure-fire starting for the Firebird



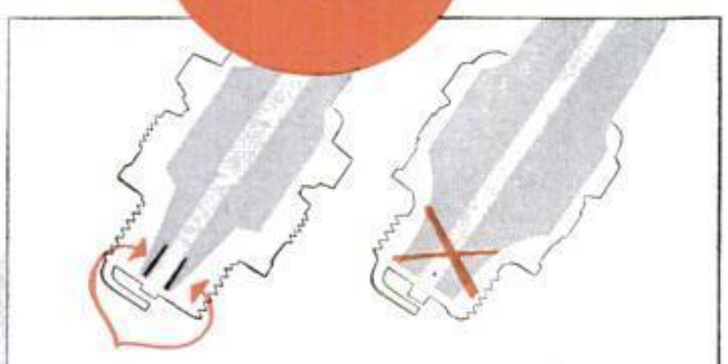
An AC Igniter Plug sparks the fabulous gas turbine of General Motors' XP-21 — an exciting eyeful of jet-fighter styling on wheels. Packing 370 horsepower, the car is 222.7 inches long, 80 inches at extreme width, and only 41 inches high at the plastic dome of the cockpit.

AC SPARK PLUGS

A new set of ACs brings easier starting and smoother firing to any car's engine

Your car should start quickly, idle quietly, accelerate smoothly. If it isn't behaving like that, take a few minutes to have your spark plugs checked. If they're badly worn you'll find that a new set of AC Spark Plugs will go a long way toward restoring new-car performance — may give you up to 10% more power and a fuel economy of as much as one gallon in ten.

You see — AC Spark Plugs have many patented features that insure power-boosting, gas-saving, top-flight performance! And note: there's an AC Spark Plug engineered to General Motors standards specifically for the car *you* drive.



AC's longer, thinner insulator tip stays cleaner, boosts power, saves gas

AC's long, thin, recessed insulator tips heat up more rapidly to burn away deposits which would otherwise form at the tips to cause pre-ignition or misfiring. This is an exclusive AC feature.

AC SPARK PLUG DIVISION GM GENERAL MOTORS CORPORATION

STANDARD FACTORY EQUIPMENT ON CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • GMC

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World's easiest camera to use -now easier than ever to buy !



No other camera at the price has so many quality features! They make it so simple to use you'll get wonderful pictures every time. For instance, you'll never get a double exposure because the Argus 75 won't let you take one picture on top of another. *Exclusive* Argus "RED-i-dot" tells you when you're ready for your next picture.

You'll never fuss about focus—the Lumar lens is *always* focused for clear, bright pictures in color or black-and-white!

You won't have to guess what you're getting—brilliant, big viewfinder gives you a bright preview of your finished picture *before* you take it!

Never fumble with flash adjustments—just plug the flash gun right into the camera. Press the ejector button and the flash bulb pops right out!

Compare Argus 75 with any other camera in its price class—you'll see why no other camera is so easy to use—why its new low price makes it the biggest bargain in the low-priced field!

For someone you want to remember.....

Argus 75 is now gift-packaged at a new low price!

ONLY $19.95

Everything you need for picture-taking—camera, flash gun, flash bulbs, batteries, and film—all in one attractive gift box. Gift kit also available with leather carrying case at $22.50.



argus

—world's easiest cameras to use

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AT ESTERHAZY CASTLE in Eisenstadt the cortege again halts to hear a speech. The present Prince Esterhazy is prisoner of the Reds in Hungary.



IN THE BERGKIRCHE Sculptor Ambrosi slowly places skull in a new copper coffin. The old one, installed in the church in 1820, had crumbled to dust.



IN THE CRYPT the complete remains will lie in the mausoleum prepared by the Esterhazy family more than a century ago to receive their greatest servant.

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PHOTOGRAPH BY BERT STERN

VODKA AND TONIC IS A CIVILIZED DRINK

The hunt is over, the perfect hot weather thirst-quencher has been found . . . *Smirnoff Vodka and Tonic!* Easy to mix—just like gin and tonic—with one all-important difference . . . you use dry, smooth Smirnoff Vodka instead of gin. *All* summertime soft drinks and fruit juices are especially delicious with Smirnoff because it lets you taste the other ingredients, brings out flavors you never knew were there!



it leaves you breathless . . .

Smirnoff®
THE GREATEST NAME IN VODKA

80 OR 100 PROOF. MADE FROM 100% GRAIN NEUTRAL SPIRITS. STE. PIERRE SMIRNOFF FLS. INC., HARTFORD, CONN.

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MORE POWER FOR AMERICA

American industry shows world how

OVERSEAS VISITORS see one of the latest examples of American inventive genius in this section of an automatic production line in an automobile factory. Known as an automatic transfer machine, this unit and two others together operate 321 tools to transform rough metal castings into finished automobile engine blocks. Precisely controlled power is supplied by General Electric motors.

GENERAL ELECTRIC

Copyrighted material



to produce more with electricity —today's greatest bargain

General Electric motors and controls, operating modern production tools, help to give us the world's highest standard of living

The foreign visitors pictured on the opposite page are seeing at first hand why Americans earn more money, own more goods and have more leisure time than any other people on earth. The answer is the productivity of the American workman, made possible by complex machines such as the amazing automobile engine production line you see here.

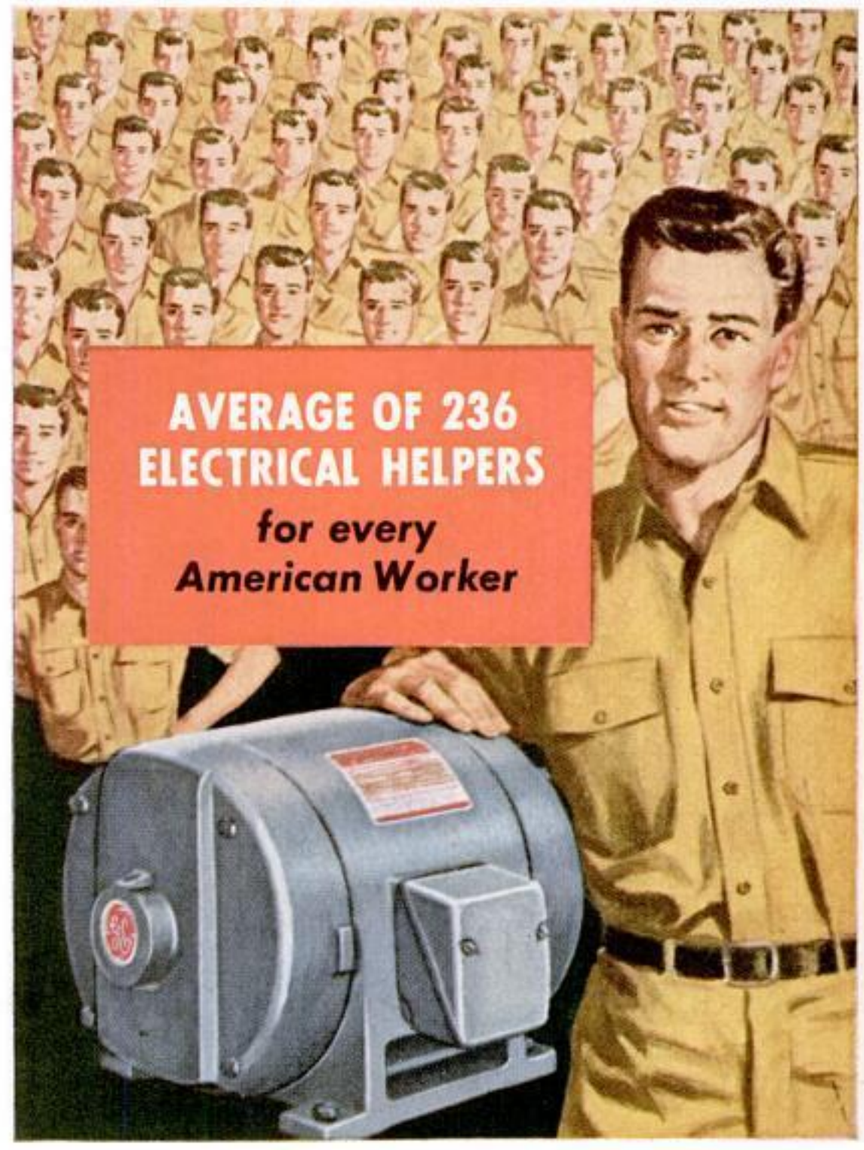
Key to efficient mass-production techniques is our abundant use of electric power. Electric motors now provide 85 percent of all the power used in American factories. By multiplying our productive capacity, electric power enables America, with only 7 percent of the world's people, to produce over 40 percent of all the world's goods.

Today's greatest bargain is electricity, whether it's used in the home or in the factory. Not only is its cost low, but it is also capable of doing thousands of jobs more efficiently and more economically than they can be done by any other means.

America's electric utilities are doing a tremendous job in keeping the supply of electric power always ahead of our growing needs. Every year, electric utilities spend billions of dollars for new power stations and more efficient turbine-generators, transformers, switchgear, and other electric equipment.

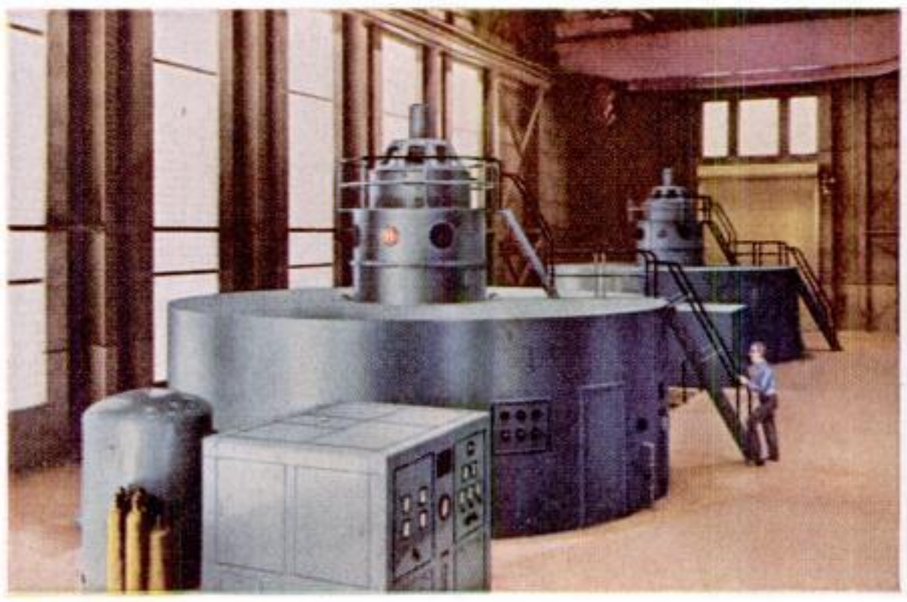
General Electric, manufacturer of all kinds of electric apparatus, supplies a large part of the equipment that makes possible this expanding production of low cost electricity. In addition, General Electric is an important supplier of the motors and controls that keep America's factories continually turning out more goods for more people and so contributing to our rising standard of living. General Electric Co., Schenectady 5, N. Y.

954-3

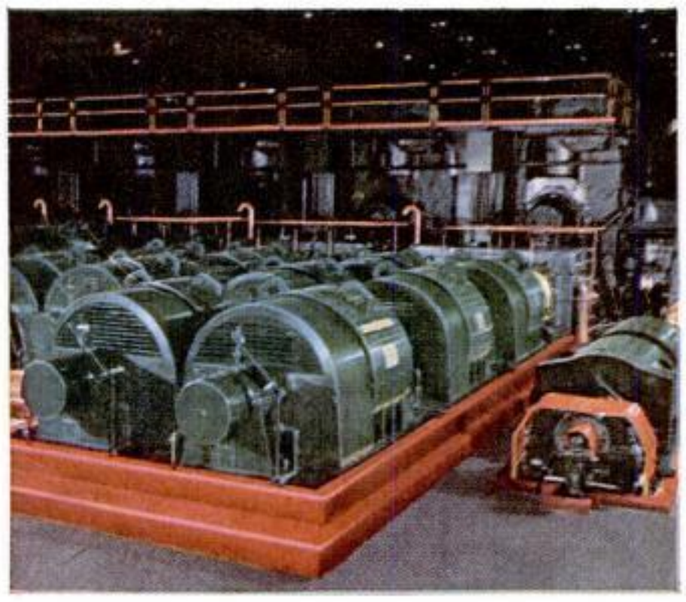


AMERICAN WORKERS produce more every day and earn the world's highest wages, largely because machinery driven by electric motors multiplies their muscle power. Scientists calculate the electric power used in industry gives every American worker the equivalent of 236 strong men to help him on his job. That's more than double the help given to European workers.

Engineering enterprise and financial daring make America strong



BOLD INVESTMENT of 20 billion dollars in new facilities, like this modern electric power station equipped with water-driven General Electric generators, has enabled far-sighted electric utilities to double our supply of electricity since 1945.



POWERFUL GENERAL ELECTRIC MOTORS supply over 21,000 horsepower to drive a new, modern steel mill. The mill rolls two tons of cold reduced steel strip every minute to help meet industry's ever-growing demands for this basic material.



ELECTRICITY HELPS Americans produce and earn more in shorter hours than people of any other nation. American workmen earn more than a bare living—they have money for luxuries and pleasures and leisure to enjoy them.

Progress Is Our Most Important Product

GENERAL ELECTRIC

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WA 4-442 NEVADA 1954

S.DAK. 1954 1-7601

3D 578 MANITOBA 54

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KANSAS 54 SG-13984 THE WHEAT STATE

1954 SB 373 NEWHAMPSHIRE

9-3151 TENN. 54

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ARKANSAS 1954 24-750 LAND OF OPPORTUNITY

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VIRGINIA 1954 274-246

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54-884 A 54 WASHINGTON

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3-31 DIST. OF COLUMBIA 55 5-6862 THE NATION'S CAPITAL

19 MICHIGAN 54 BD-63-25 WATER WONDERLAND

AV-752 OHIO - 1954

51-633 W. VA. EXP-6-30-54

WHEAT PROVINCE 37-351 54 SASKATCHEWAN

FLORIDA 18W-612 19 SUNSHINE STATE 54

10,000 LAKES 325-717 19 MINNESOTA 54

1-35772 54-OKLAHOMA

WIS JAN 55 A-3146 AMERICA'S DAIRYLAND

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LAND OF THE MIDNIGHT SUN T-142 EX 31-3-55 YUKON TY. CANADA

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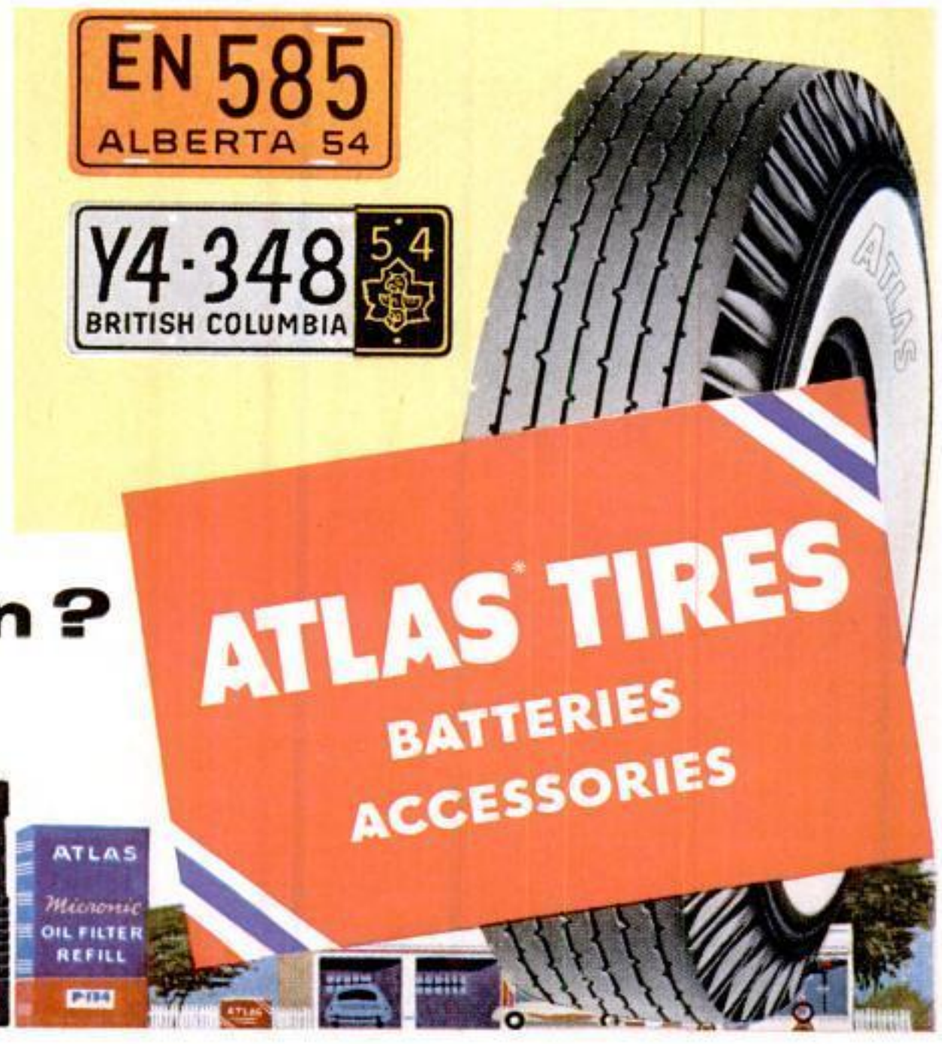
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D-70-129 SOUTH CAROLINA 54

†*Windshield sticker validates plate for 1954*

What do they all have in common?

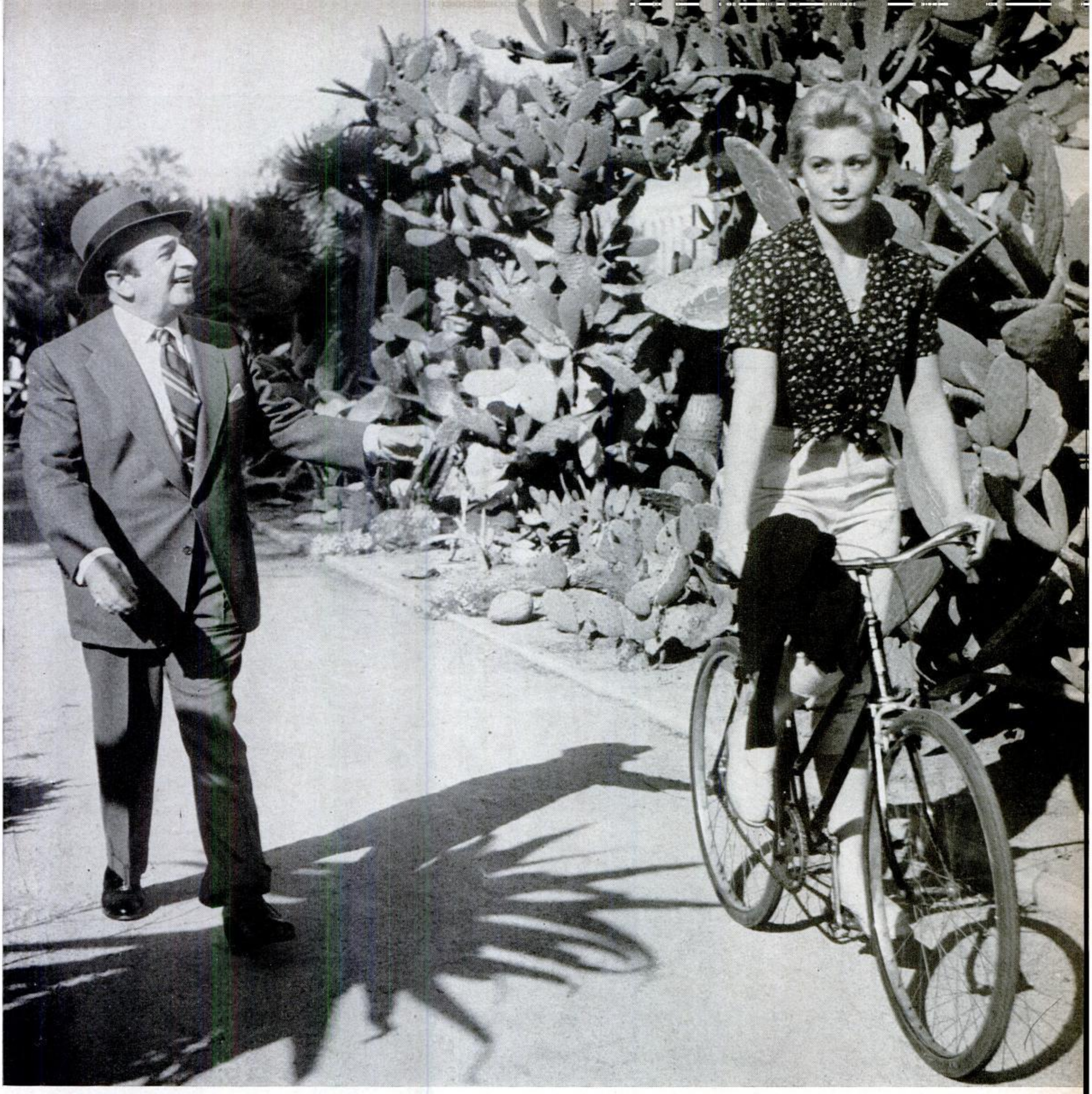
Just this. Across the 48 states and in Canada too, there are 38,000 Atlas dealers ready to honor without delay the famous Warranties on Atlas tires and batteries. Each one can supply you with any performance-proved Atlas product you need. So, wherever you drive this summer, drive with your mind at ease . . . knowing you have dependable Atlas products backed with dependable Atlas service.



38,000 Atlas Dealers serving motorists everywhere

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How did you get into pictures? *My agent Louis Shurr discovered me riding my bicycle.*

Kim Kids Questionnaire

STARLET ILLUSTRATES ANSWERS TO STUDIO QUERIES ABOUT HERSELF

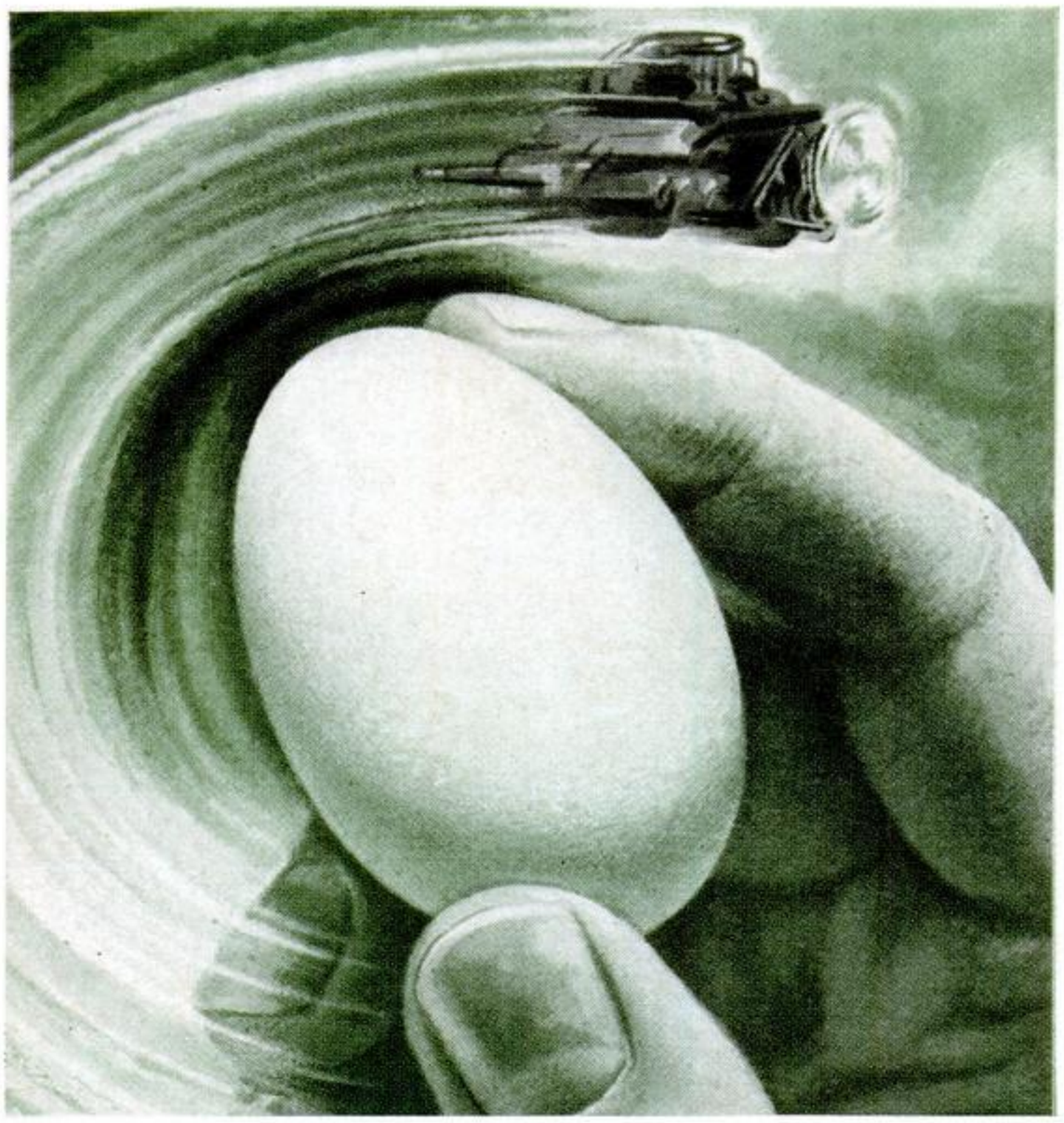
When a young actress first jumps into the Hollywood hopper, she is asked by her studio to fill out a questionnaire about her personal life. The answers, which deal with such crucial matters as favorite foods, sports, clothes, boyfriends and so on, are regarded as valuable grist to the publicity department's mills.

A few months ago the questionnaire treatment was given to Kim Novak, 21, of Chicago, who had come west to be a model, was signed up by Columbia Pictures and will soon be co-starred with Fred MacMurray in a film called *Pushover*. She answered her quiz soberly, but afterward thought it would be fun, abetted by a LIFE cameraman, to pose for scenes kidding her own answers. She re-enacted the fateful moment when Actors' Agent Louis Shurr, who has a legendary gift for spotting new talent, first saw her (*above*), then threw herself so zealously into her work she fell off a horse (*p. 63*). Herewith is Kim's illustrated questionnaire with answers in Kim's own handwriting.

CONTINUED ON NEXT PAGE

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Your engine's life depends on a film of oil 14 times thinner than an eggshell!



The high-speed moving parts of your car's engine work with clearances as thin as 1/1000th of an inch!

Use high-quality Quaker State for the film that assures least engine wear

A SUPER FILM . . . that provides perfect lubrication for your car's engine. Quaker State Motor Oil is rich, stable, enduring . . . every drop is refined from 100% Pure Pennsylvania Grade Crude Oil. Keeps new engines new longer, helps any engine run better. Quaker State is the product of a half century of specialization in automobile lubrication —made for today's modern engines. Economical too—every quart goes farther!

Quaker State Motor Oil is made to suit the requirements of all makes of cars and for every type of service. Ask your dealer.

ASK FOR . . .



QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.

Member Pennsylvania Grade Crude Oil Association



Your early environment?

I was brought up in a very "close knit" family and made aware of religion and good manners.

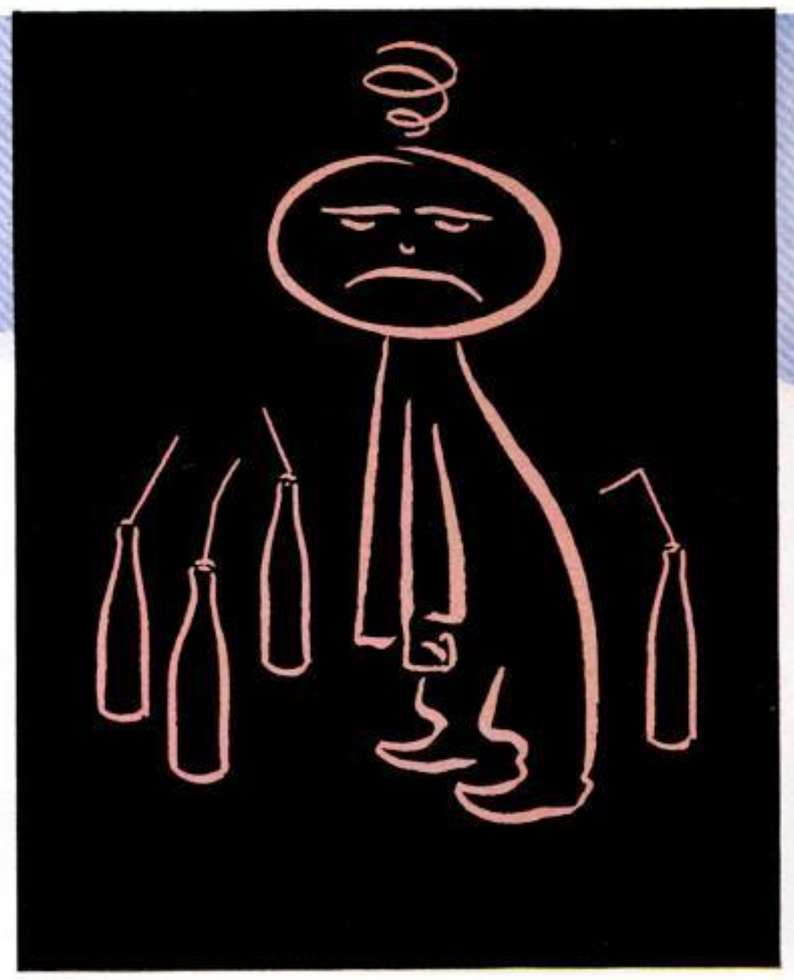


How did you first get into show business?

Modeling for a commercial

CONTINUED ON PAGE 63

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IF SWEET SOFT DRINKS LEAVE YOU THIRSTY...

SWITCH TO SQUIRT

Never an after-thirst!

Fresh clean taste as you drink Squirt...

fresh clean taste after you drink Squirt...

never an after-thirst!







BUY SQUIRT IN THE TARTAN-CARTON
TRADE-MARK

When you serve mixed drinks,
and when you drink, be smooth about it . . .
Switch to Squirt, the SMOOTH mixer.

COPYRIGHT 1954, THE SQUIRT COMPANY, BEVERLY HILLS, CALIF.

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THE HAPPIEST
EVENT OF THE YEAR!

IT'S MR. FUN

...AT HIS FUNNIEST!

WONDERFUL DANNY KAYE

in

KNOCK ON WOOD

Color by
TECHNICOLOR

Co-starring

MAI ZETTERLING

Choreography by Michael Kidd

Words and Music by
SYLVIA FINE · NORMAN PANAMA and MELVIN FRANK

Written, Produced and Directed by
NORMAN PANAMA and MELVIN FRANK

A Paramount Picture

SONGS:
"KNOCK ON WOOD"
"ALL ABOUT YOU"
"MONOHAN O'HAN"

Coming Soon
At Your Favorite Theatre

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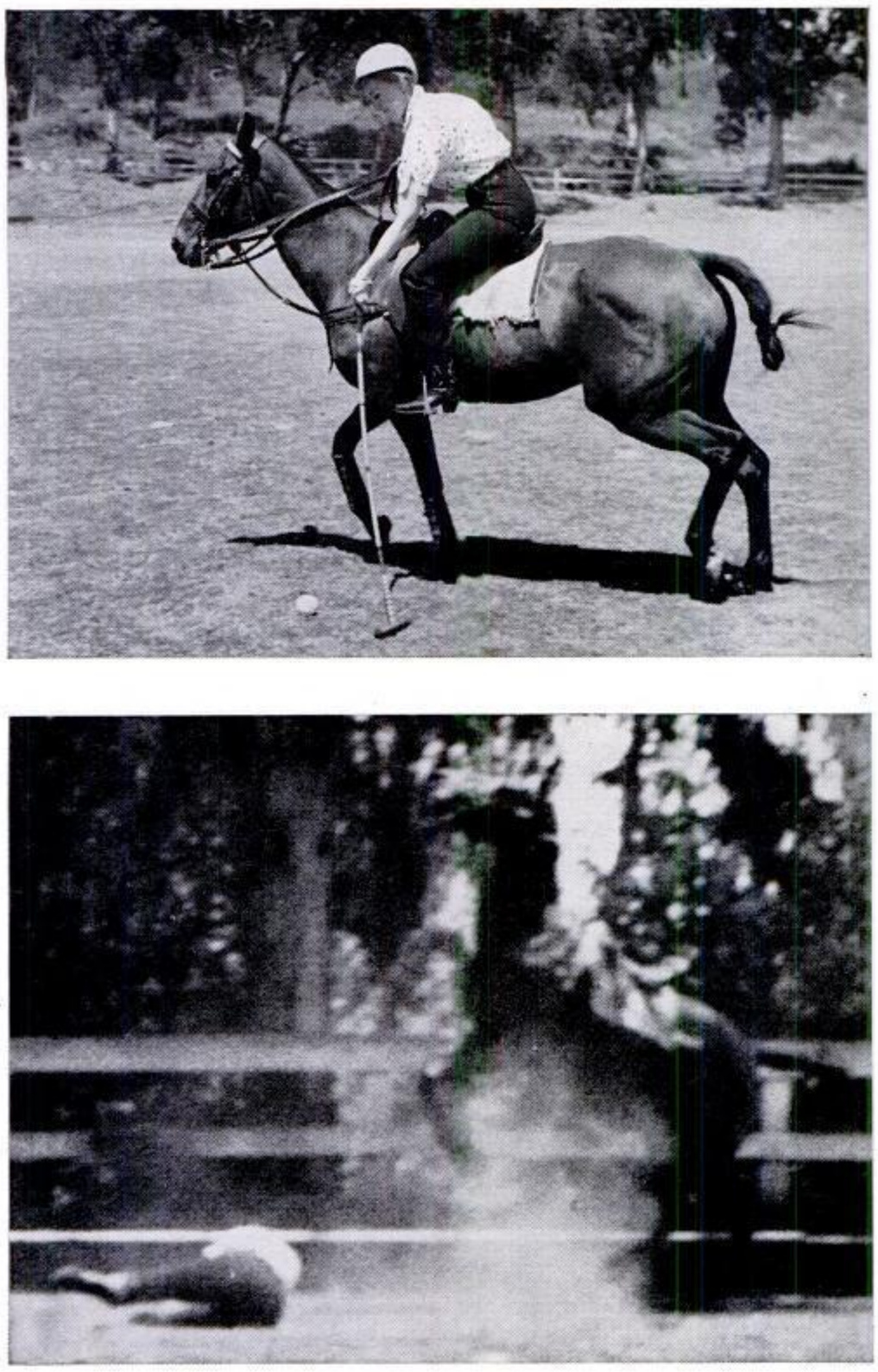
KIM'S QUESTIONNAIRE CONTINUED

What outdoor sports do you engage in?

Horseback riding, bicycle riding (70 miles a day) tennis

In which are you especially proficient?

Horseback riding





CONTINUED ON NEXT PAGE



it costs practically nothing to be

the world's smartest swimmer



Jantzen®

swim trunks

it costs less than seven dollars to be the best-dressed man on the beach. Jantzen having invented swim trunks, makes them better, better-fitting, better-looking, better in quality and better in style than anyone else...as for example "sandpiper," the new continental look, in exclusive Jantzen elasticized gabardine... only 6.95..."checked zipfit," finest cool cotton, 4.95...and "shadow man," elasticized racer, 5.95.

"shadow man"

Jantzen Inc · Portland 14 · Oregon

nothing does as much for a man as a Jantzen

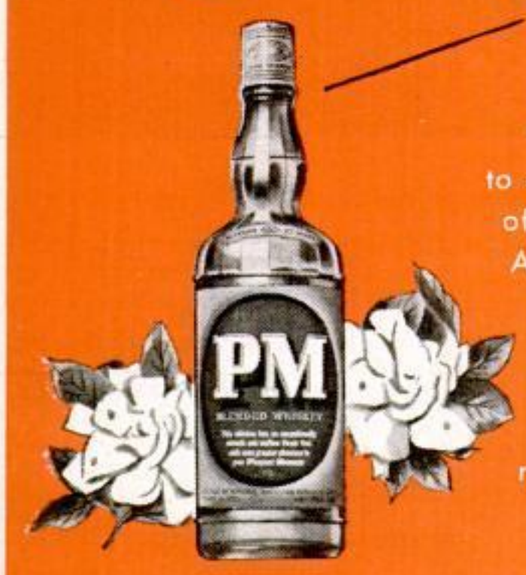
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if you like fine things

(AND HAVE A KEEN SENSE OF VALUE)

PM IS *for* YOU





"The greatest gift is the power to estimate correctly the value of things," a philosopher wrote. And if you estimate correctly the value of fine whiskey, you're certain to choose PM. For the much-celebrated quality of smooth PM wins praise from all . . . without postponing your regular trip to the savings bank!

National Distillers Products Corporation, New York
Blended Whiskey · 86 Proof · 65% Grain Neutral Spirits



What other interests have you?

I'm happiest when around anything musical. Love Igor Stravinsky's "Rite of Spring."



Has your life ever been in danger? No

Copyrighted material

PERFECT BANANA CREAM PIES IN HALF THE TIME!

1. Creamy-good vanilla filling and sliced bananas! What a heavenly banana cream pie.
2. So easy, too! Jell-O Pie Filling cooks to perfection in about 5 minutes!
3. For the best-tasting puddings . . . for perfect pies . . . it's Jell-O Puddings and Pie Fillings. Try some.

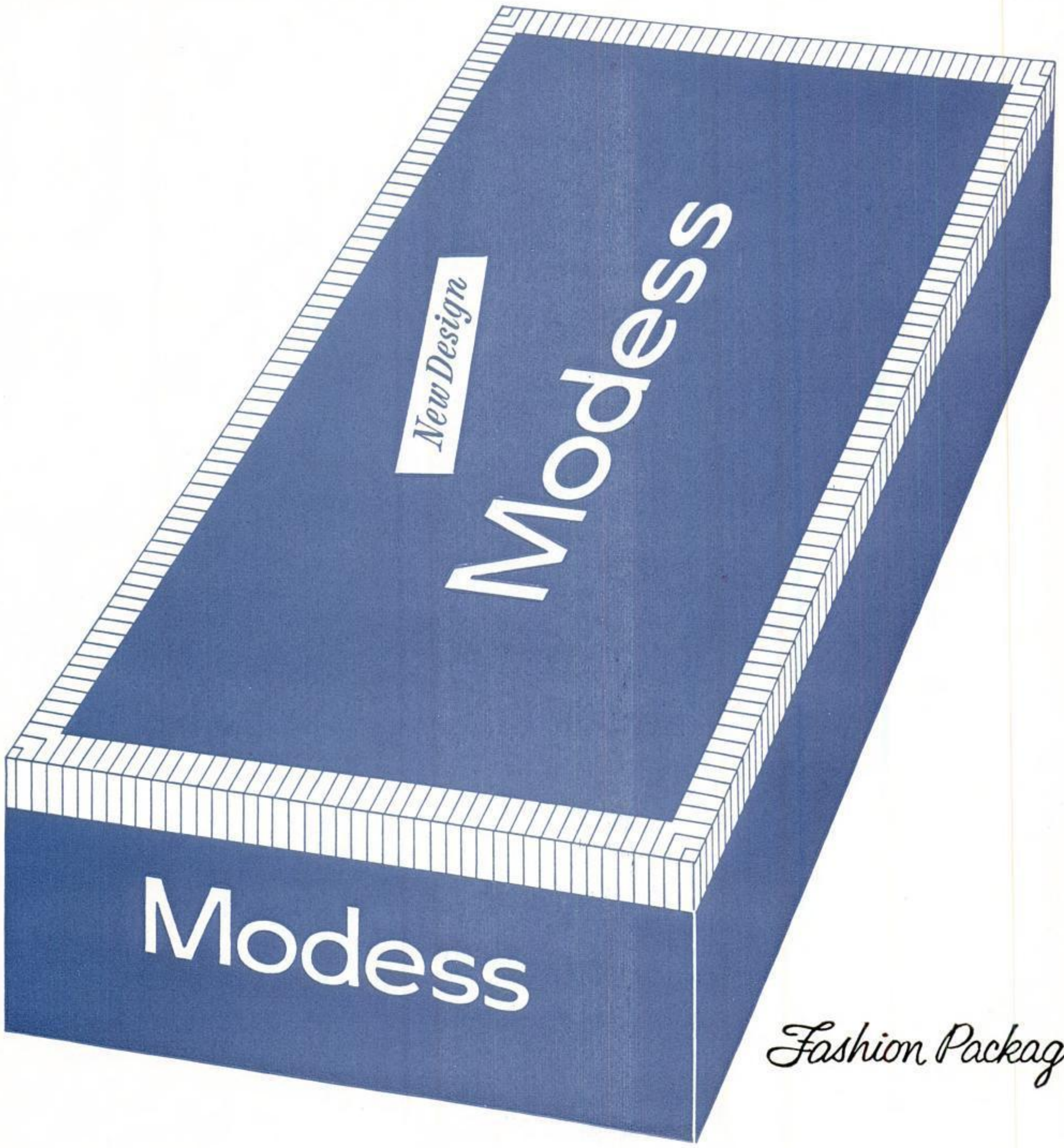


Vanilla
Chocolate
Butterscotch
Lemon
Coconut Cream

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION

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New Design



Fashion Package

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Modess 30's



A NEW SIZE—EASY TO CARRY!

Now—a new way to buy New Design Modess—
30 napkins in a slim box—easy to carry.

SAVES SHOPPING TRIPS!

You get a generous supply of Modess to save you special shopping trips.



EASY TO STORE!

Slim box fits neatly, discreetly in a bureau drawer or on a closet shelf.

NOW, MORE THAN EVER, IT'S Modess... *because*

Only New Design Modess gives you the luxury of a new whisper-soft fabric covering . . . no gauze . . . no chafe.

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Imagine Motor Oil that IN EFFECT ADDS OCTANES TO GASOLINE.

Boosts Gas Mileage Up to 23%*



The Best Lubricant for Any Car, New or Old— in Extreme Heat or Sub-Zero Cold— Adds Years to Engine Life!

NO LONGER can motor oil for your car be judged solely on the basis of engine protection.

Today, there is documented proof that New Mobiloil Special *actually boosts engine power*—equivalent to raising gasoline performance up to 5 octane numbers.

By raising efficiency and cutting waste, New Mobiloil Special also *increases gas mileage up to 23%* and *adds years to the life of any engine!*

After just 2 crankcase changes, this amazing new kind of motor oil has given engines—which "knocked" badly before—new-car pep and knock-free power.

In hundreds of cars, New Mobiloil Special reduced the octane requirement of every type of engine tested—which, in effect, is the same as adding octanes to the gasoline used.

Never before has a motor oil demonstrated such a complete range of protective properties.

• New Mobiloil Special cleaned up engines of all ages and kept them clean as no other oil ever has before.

• It corrected or relieved spark plug misfiring and pre-ignition "ping" (most common in late model cars).

• It reduced rate of corrosive and mechanical wear to practically zero.

• It provided instant starts in sub-zero cold and complete protection at abnormally high temperatures.

This single oil is recommended for use in any climate, any season, in place of SAE 5W—10W—20W or 30 motor oil.

While New Mobiloil Special is priced higher than regular-quality motor oils, car owners will find that the extra power, extra performance and extra economy they get will more than pay back the small extra cost. Change to New Mobiloil Special . . . it's like adding octanes to your gasoline!

*In identical road tests, using fleets of vehicles—New Mobiloil Special reduced gasoline consumption—increased miles per gallon up to 23%—over results obtained with conventional high quality SAE 20 motor oil.

NEW Mobiloil Special

Mobiloil Special—Under API Classification recommended "For Services ML, MM, MS, DG."

Now—at Mobilgas Dealers—Car Dealers—Garages!

Mobilgas
SOCONY-VACUUM

SOCONY-VACUUM OIL CO., INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION

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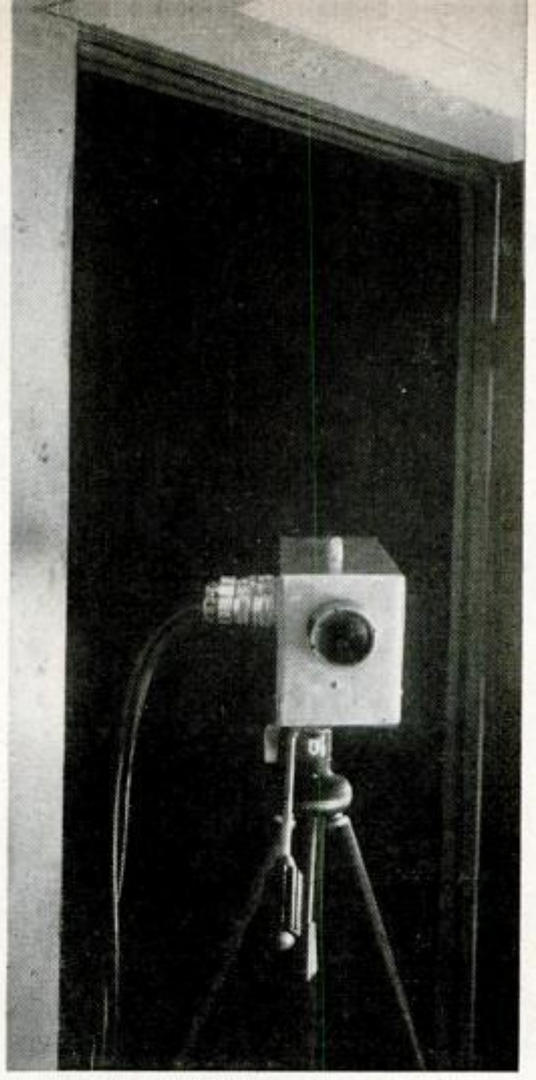
SCIENCE

EYE THAT SEES THROUGH FOG

New infrared device for trucks reveals dangers hidden by thick weather

To a truck driver blindly trying to get through impenetrable fog shrouding a highway, an eerie white shape similar to the one shown below, glowing from a round screen on his dashboard, may soon be the means of preventing a fatal accident. The ghostly form is a view of what would otherwise be an invisible figure. The device that makes it materialize is an electronic tube housed in a square metal box (*right*) which will shortly be on the market for use in trucks and which may later be adapted for airplanes.

The most practical peacetime device developed commercially in the U.S. for revealing the complete form of an object through dense fog, the tube is called a Fog-o-Scope. It works somewhat like the sniperscopes used during the war to detect hidden enemies in the dark. Sensitive to invisible infrared rays which emanate from warm objects, the Fog-o-Scope detects radiation from a man or an engine up to half a mile away and translates it into a shimmering picture on a screen even though the pedestrian or car ahead is not illuminated. It is also able to "see" cold objects such as road signs, stalled cars or fallen trees by catching the infrared rays reflected from these objects when the traveling truck's headlights dimly hit them.



A DARK ROOM, into which Fog-o-Scope was pointed, was used for test.

WHAT FOG-O-SCOPE SAW IN DARK ROOM AND SHOWS ON A CIRCULAR SCREEN IS SHINING OUTLINE OF DUMMY, REVEALED BY REFLECTED INFRARED RAYS

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Goes Down Smoothly



"THIS IS WHAT I CALL
REALLY SMOOTH, WHITEY!"



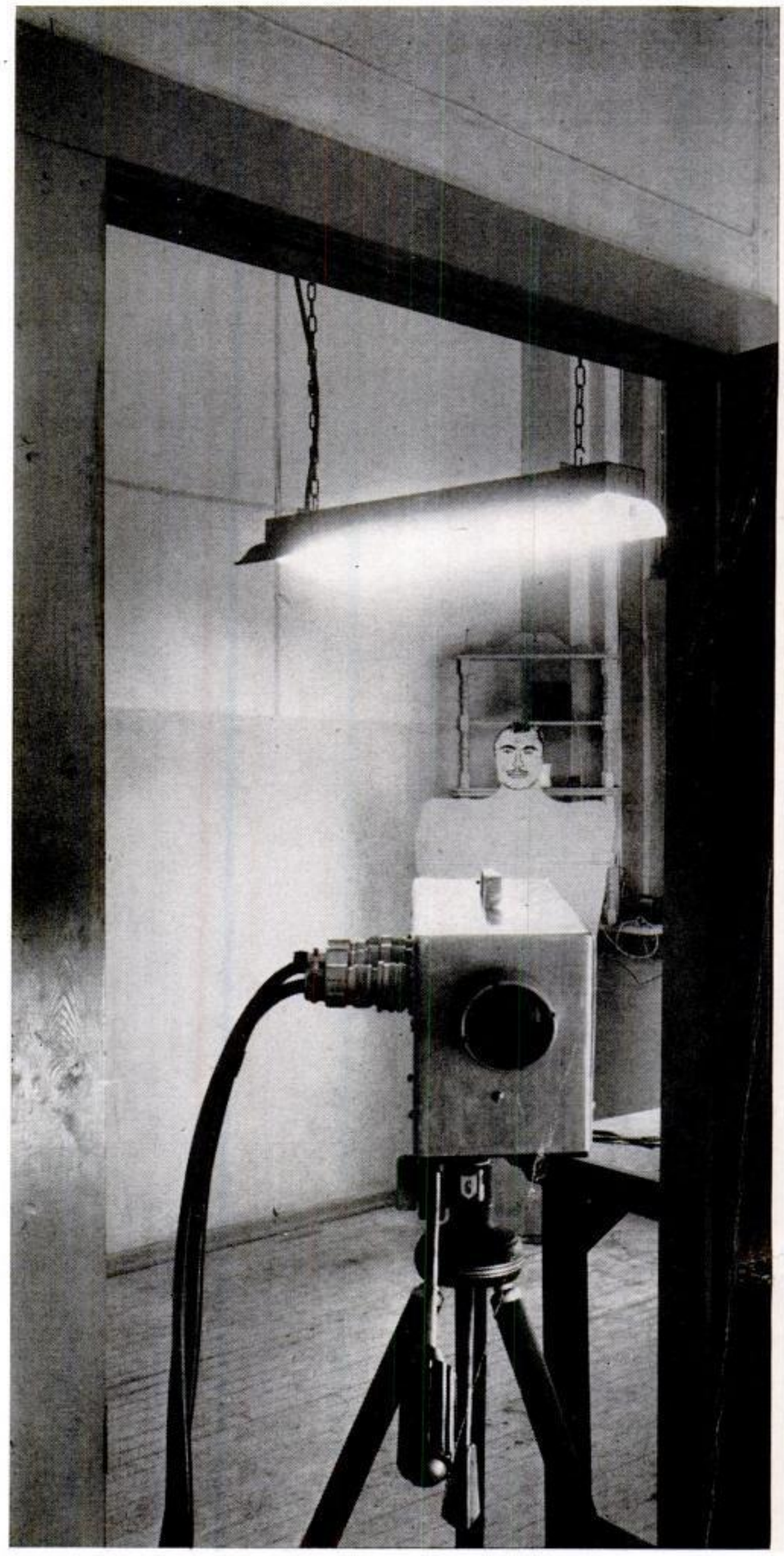
"JUST LIKE
BLACK AND WHITE, BLACKIE.
MILLIONS DEMAND IT AS
THEIR ONLY SCOTCH
WHISKY BECAUSE ITS
QUALITY AND CHARACTER
NEVER CHANGE!"

"BLACK & WHITE"

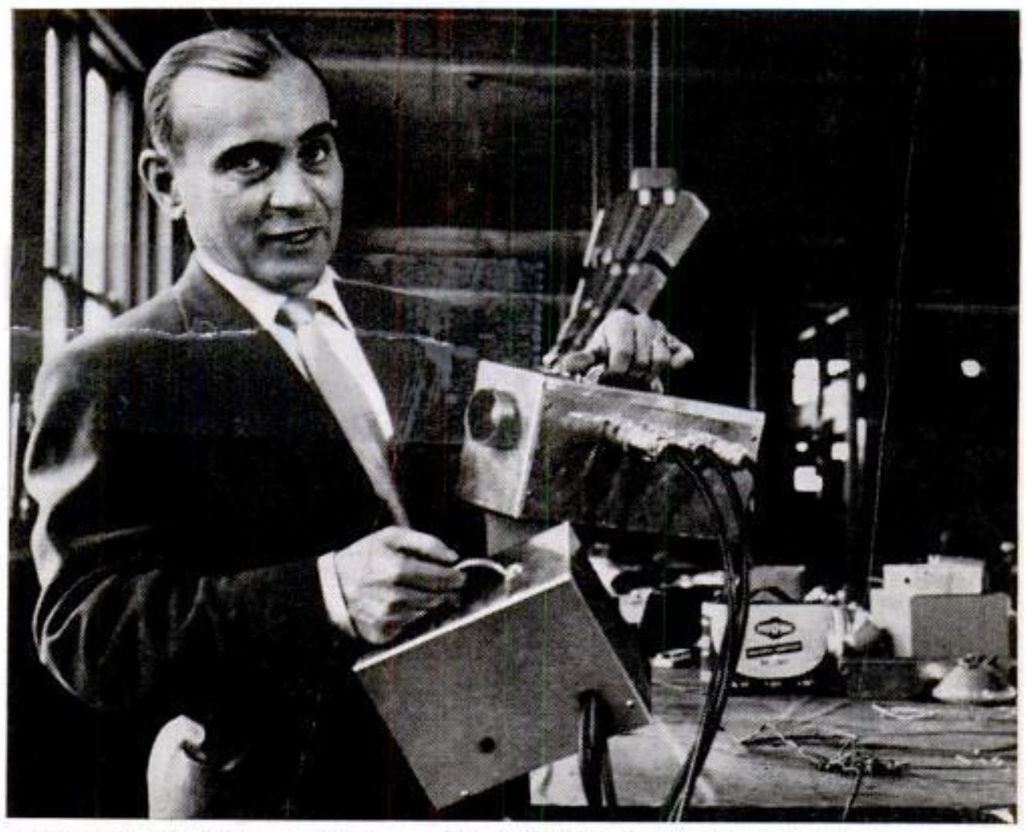
The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS



WHAT WAS IN ROOM on previous page was dummy which becomes visible when light is turned on. Detection tube inside box ends in TV-like viewer.



INVENTOR, Chicago Engineer Daniel DisArio, holds device's viewing section and its power unit which boosts six-volt auto battery to 22,000 volts.

CONTINUED ON PAGE 73

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Through color-harmonized elegance: the Dodge Royal V-8 4-door Sedan in new Saratoga white and Biscay green.

All dressed up— and a million places to go!

Here is your invitation to adventure . . . to gracious living on the road . . . to the thrill of elegance in action!

Wherever you travel, you travel in style.

The rich-textured patterns of exquisite Jacquard fabrics—previously used only in a few of the most costly cars—surround you with luxury far beyond any car in the Dodge price class.

The fleet-flowing lines of today's most beautifully natural, most naturally beautiful styling . . . swift and sweeping . . . mark you as a person with a flair for fashion as well as an eye for value.

And when you add to all this the nimble performance of the sweetest-handling car on the road today, you will understand the full pride and satisfaction of "going places" in a new '54 Dodge. Prices start below many models in the lowest price field.

Dodge styling is natural, graceful—with long, low lines and clean flowing beauty from front to rear.



PowerFlite and Full-Time Power Steering bring you the very latest advances at moderate extra cost.



Elegance in Action

Dependable New '54 DODGE

Dodge Shows Star: Danny Thomas (TV) • Bert Parks (TV) • Roy Rogers (Radio)

Copyrighted material

"NOW MORE
CAN AFFORD IT"



THE NOBLEST BOURBON OF THEM ALL

There is a luxury to the smoothness and mellow perfection of OLD TAYLOR that places it far above the commonplace. It is a far, far finer whiskey than many people are accustomed to enjoying. But if you are among those who like to pamper their taste, you will find OLD TAYLOR a rich delight—at a price *lower today than you might imagine. The Old Taylor Distillery Company, Frankfort, Kentucky.*

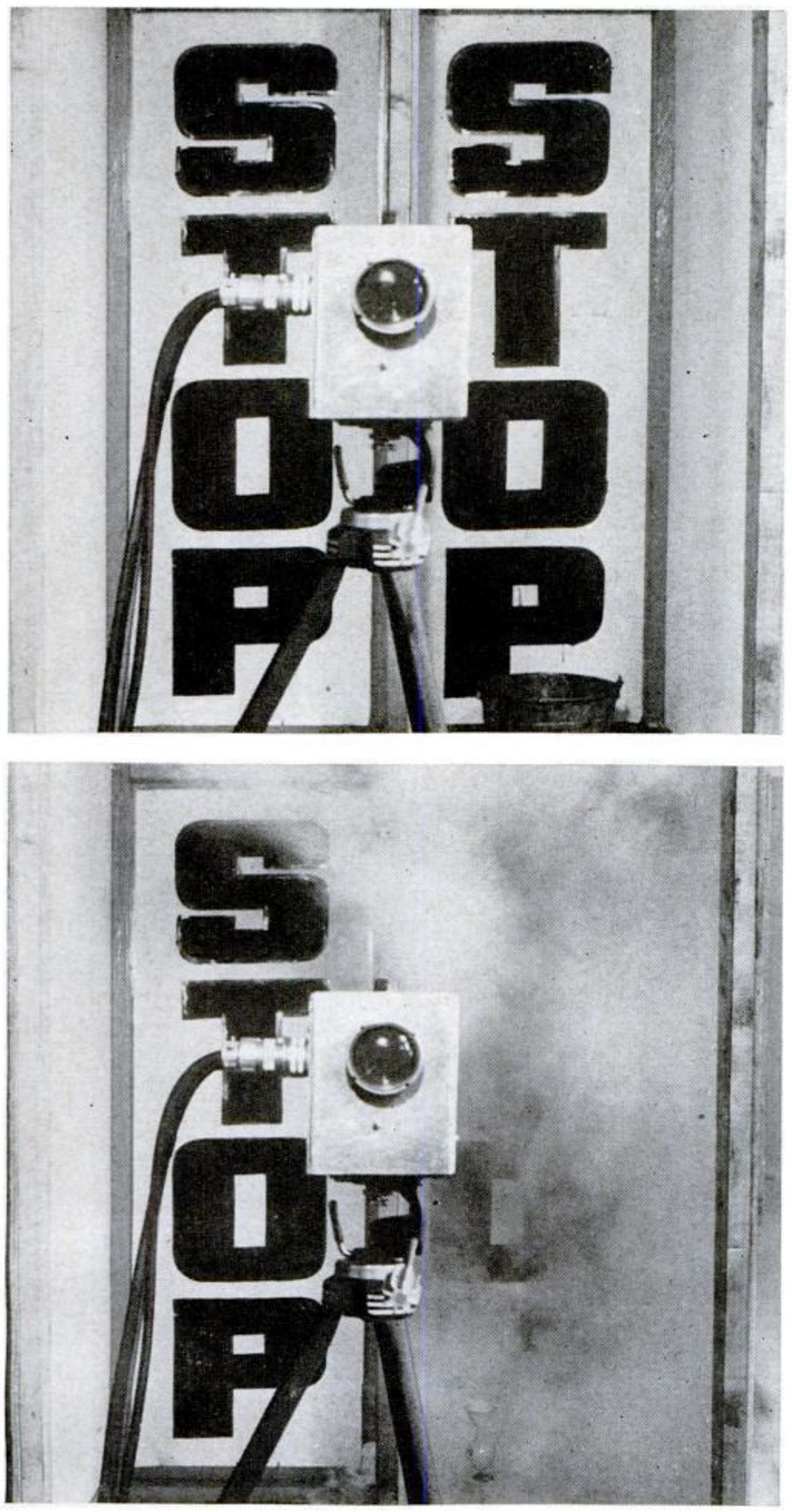
OLD TAYLOR

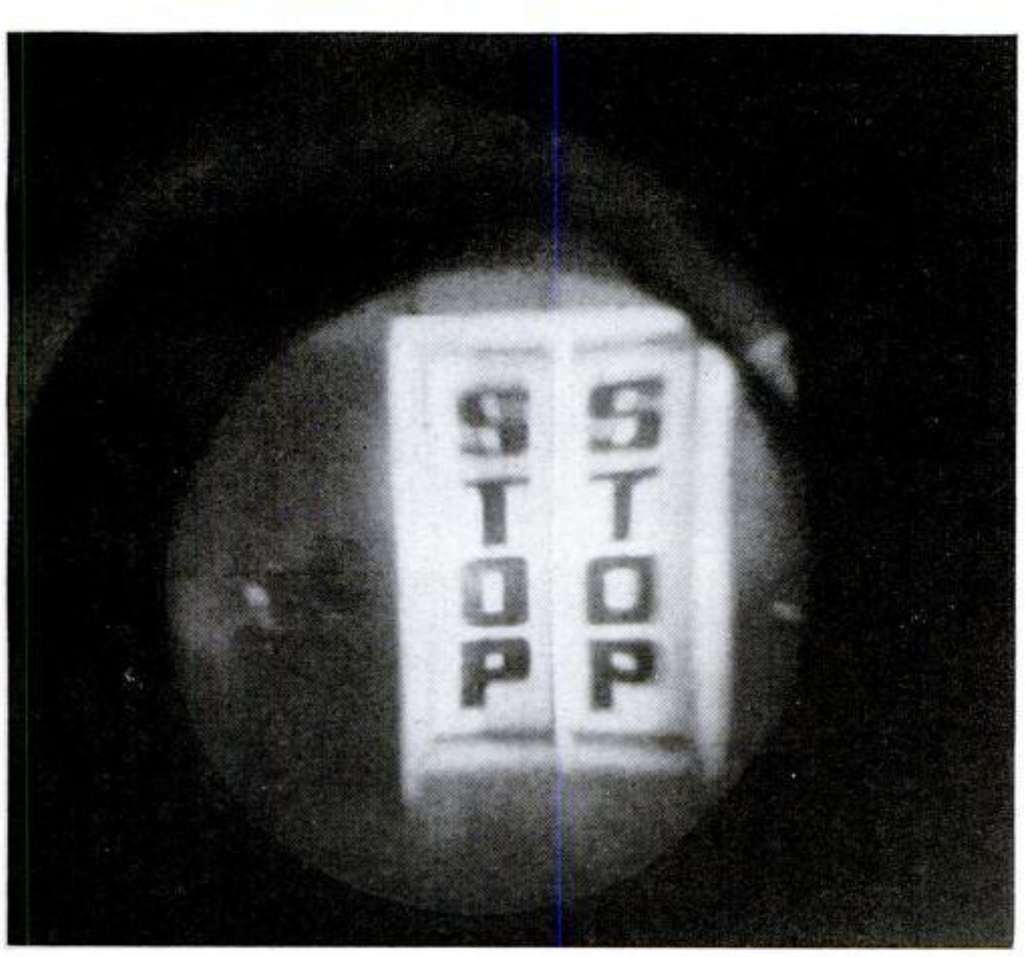
KENTUCKY STRAIGHT BOURBON WHISKEY

UNDER SUPERVISION OF U.S. GOVERNMENT
100 PROOF
BOTTLED IN BOND

Copyrighted material

Seen through Fog CONTINUED





IN FOG TEST Fog-O-Scope is placed in front of twin STOP panels (*top picture*). Sky-writing smoke, simulating fog, pours from generator, obliterates sign at the right from vision (*middle*). But view of the instrument's screen (*bottom*) shows it has detected the hidden sign as well as the unfogged panel.



a luxury that actually does you good!

New after-shave blend—with two special ingredients—gives you protection you can actually *feel!* and a light, fresh scent that *stays with you!*

It gives you a wonderful *feel* of luxury . . . clears your head; brightens your morning! But, more . . .

Two special ingredients in Aqua Velva's blend do you a more serious service—they help protect you from infection, protect you from rough, raw shaves!

Every time you shave you scrape away not only hair—but *skin*. You leave unseen nicks and scratches on your face. ("Unseen"—untreated!) *Here*, say skin specialists, start the bulk of all serious shaving infections. For this reason, Aqua Velva's new blend was created! Its two special ingredients are concentrated to help protect you from infection. The *tingling* you feel when you apply Aqua Velva is "proof" of this new lotion's protective power.

Get the new Aqua Velva—now at better drug counters. For the well-groomed man, a 5-second dash makes the perfect finishing touch to your daily shaving interval.

Copyrighted material

DOESN'T THIS MAKE GOOD SENSE?

When one summer drink, fresh lemonade–

...is a pure, natural fruit drink (no artificial flavorings or preservatives, no carbonation)

...is rich in vitamin C (the vitamin your family needs every day, especially in hot weather)

...cools and refreshes more deeply than any other

...is wonderfully delicious (children love it)

–doesn't it make good sense that *fresh lemonade* should be your family's summer drink? Medical authorities think so. How about you?

Tip to busy mothers. Your family needs fresh lemonade all summer. Make a big pitcherful every morning. Keep it handy in the refrigerator. Serve it for lunch, in lunch boxes, at parties and teas, with bedtime snacks, and every time the children ask for something cold to drink.

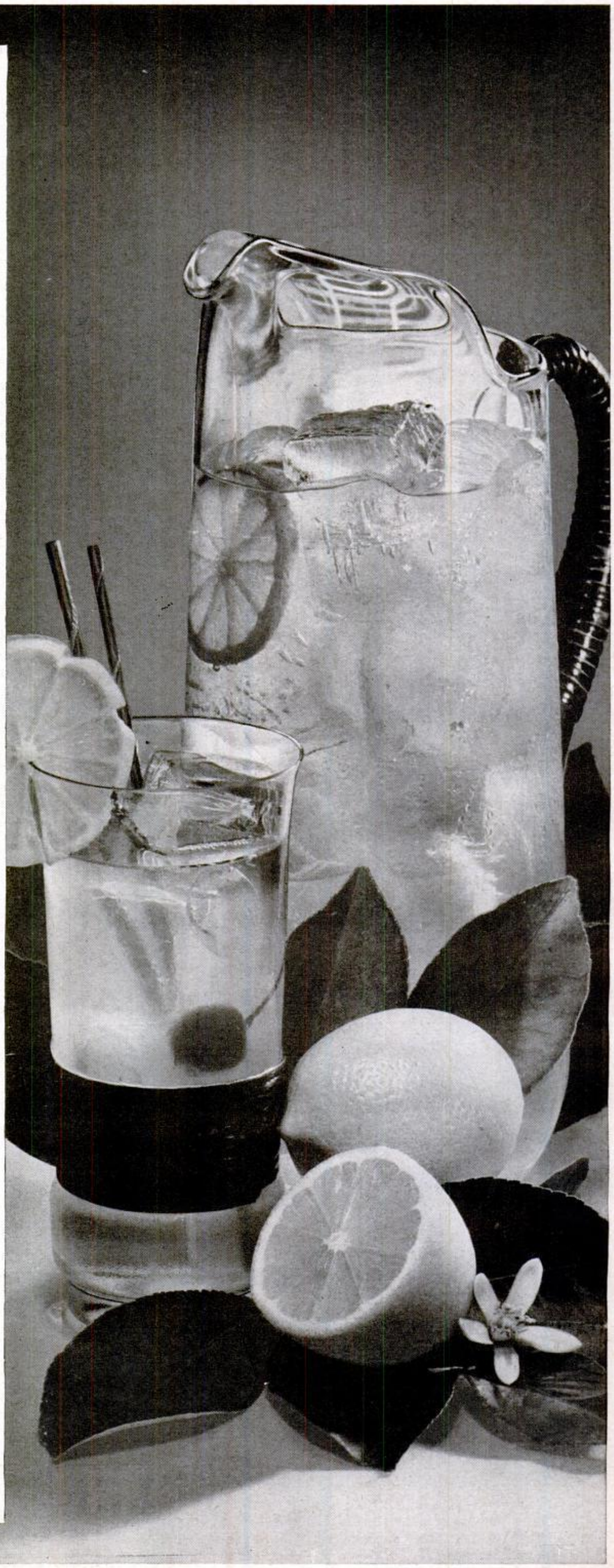
America prefers the lemon flavor for tea. Iced tea calls for fresh lemons to enhance its flavor, make it more cooling. Serve generous, squeezable wedges of Sunkist Lemons—finest and juiciest from California-Arizona. Don't forget Sunkist Lemons the next time you shop.

Only lemonade made from fresh lemons gives all the flavor and aroma that nature gave the fruit itself.

fresh

Sunkist® Lemons

for lemonade and iced tea



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HOLD YOUR HORSES! HERE IT COMES!

An all but forgotten circus spectacle is recalled in gaudy miniature models

Gone forever is the glittering spectacle of the seemingly endless circus parade rolling down the Main Streets of America, heralded by the outrider's warning cry to the buggy-borne spectators: "Hold your horses! Here it comes!" But the tradition lives on with circus fans who construct miniature models of everything from the wild animals to the elaborate gilded calliopes of the oldtime parades which had their heyday from 1880 to 1920. The parade shown on these pages comes from the world's finest collection, the proud possession of a West Springfield, Mass. businessman named Roy Arnold. Done in one-inch-to-one-foot scale, Arnold's wood-carved parade is a gaudy reminder of what the circus once loved to call "a winding, dazzling river of silver and gold."



FORTY-HORSE HITCH pulls 10-inch-high replica of a $40,000 chariot known as "The Two Hemispheres Band Wagon." First used in parades by Barnum and Bailey in 1903, it is considered the most ornate band wagon ever built.

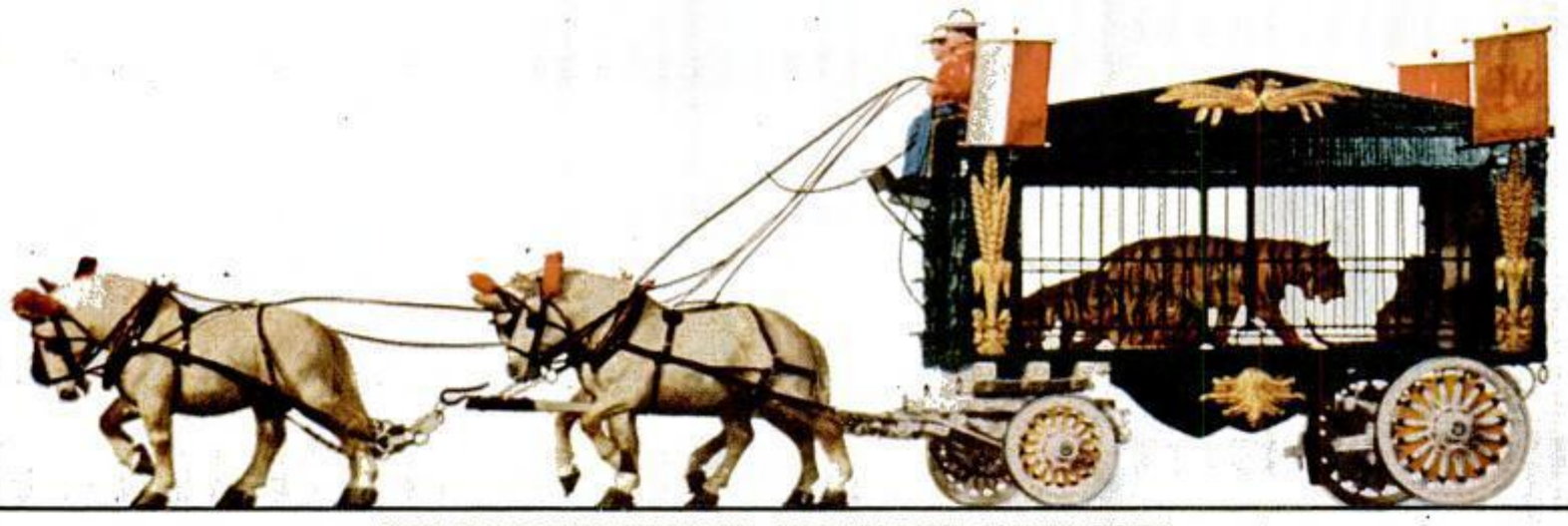


"OLD GLORY" FANFARE HEADS THE PARADE





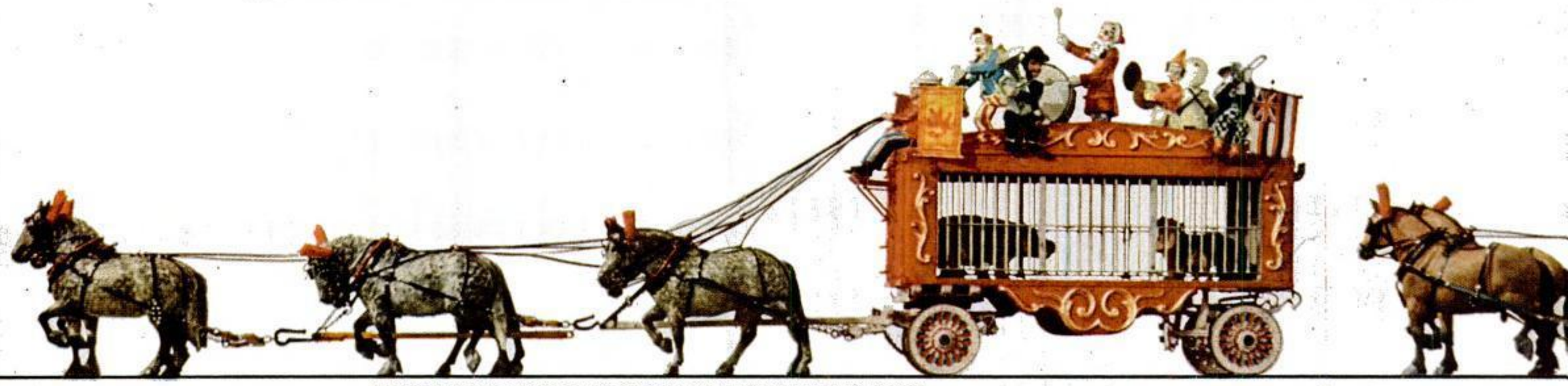
"NO. 1 BAND," COMPOSED OF BEST MUSICIANS IN CIRCUS,



FIRST OF BANNER-DECORATED CAGE WAGONS CARRIES TIGERS



"HUNTSMEN" EXHIBIT RIDING SKILL



HIPPOPOTAMUS WAGON HAS SPECIAL "BATHING" TANK IN FLOOR



MOUNTED BAND WEARS UNIFORMS INSPIRED BY BRITISH GRENADIERS



THE HONORED SPOT IN HOWDAHS IS GIVEN SHOW'S STARS



CLOWN STRUGGLES WITH DONKEY



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RIDES "SWAN BAND WAGON," FANCIEST VEHICLE IN PARADE



MENAGERIE DISPLAY BEGINS WITH ILL-TEMPERED ZEBRAS



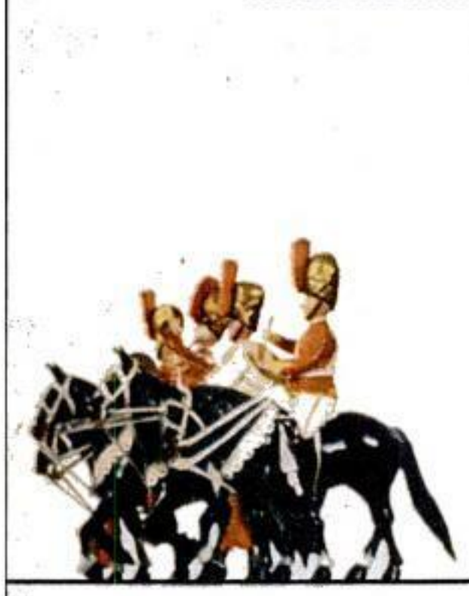
AFRICAN DISPLAY FEATURES "MLLE. CAIRO" ATOP WAGON, PLAYING VIBRAPHONE



KEEPER FEEDS FISH TO 2½-TON ELEPHANT SEAL BILLED AS "GOLIATH"



TRAINED MULE RESISTS CLOWNS



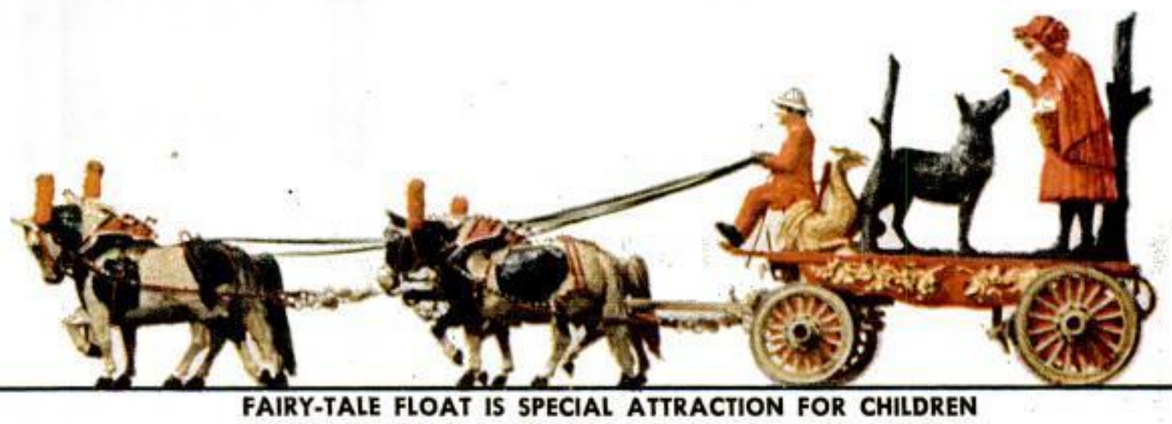
MULE CARRIES "PROFESSOR"



GIRAFFES RIDE THE ONLY OPEN-TOPPED CAGE WAGON IN CIRCUS



"TABLEAU WAGON" ILLUSTRATES MYTHOLOGY

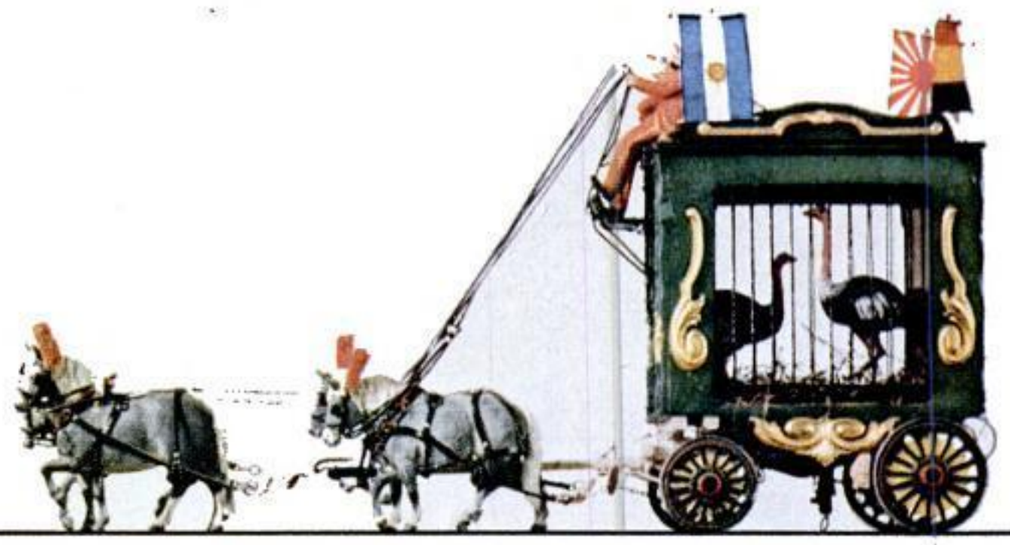


FAIRY-TALE FLOAT IS SPECIAL ATTRACTION FOR CHILDREN

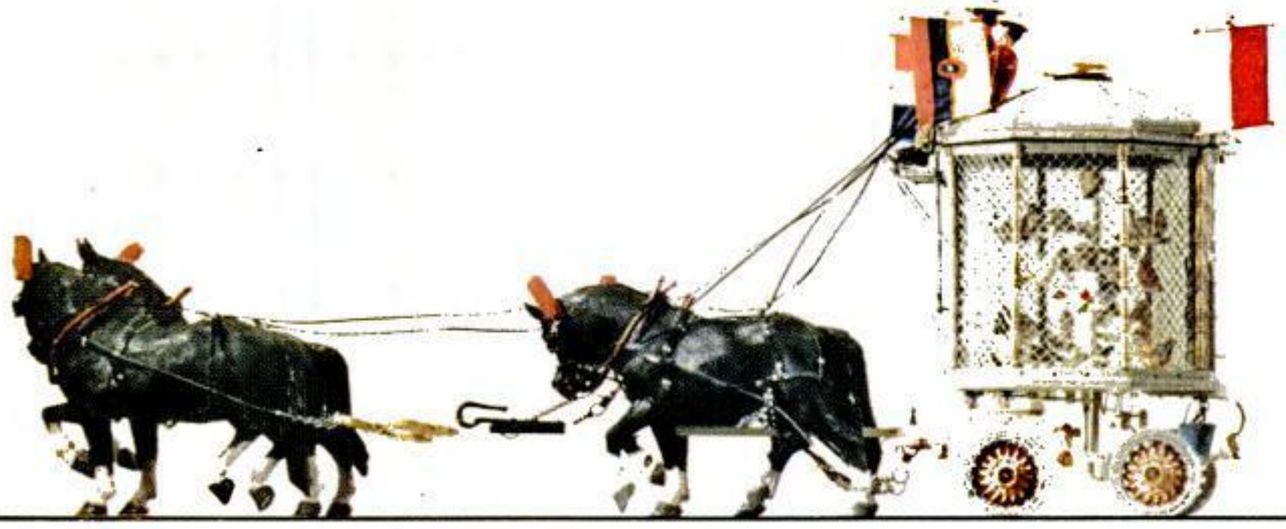
CONTINUED ON NEXT PAGE



SANTA CLAUS THROWS KNICKKNACKS TO PARADE VIEWERS



"CROSS CAGE" IS SHORT, TO FIT RAILROAD CAR CROSSWISE



TROPICAL DISPLAY HAS 33 DIFFERENT BIRDS



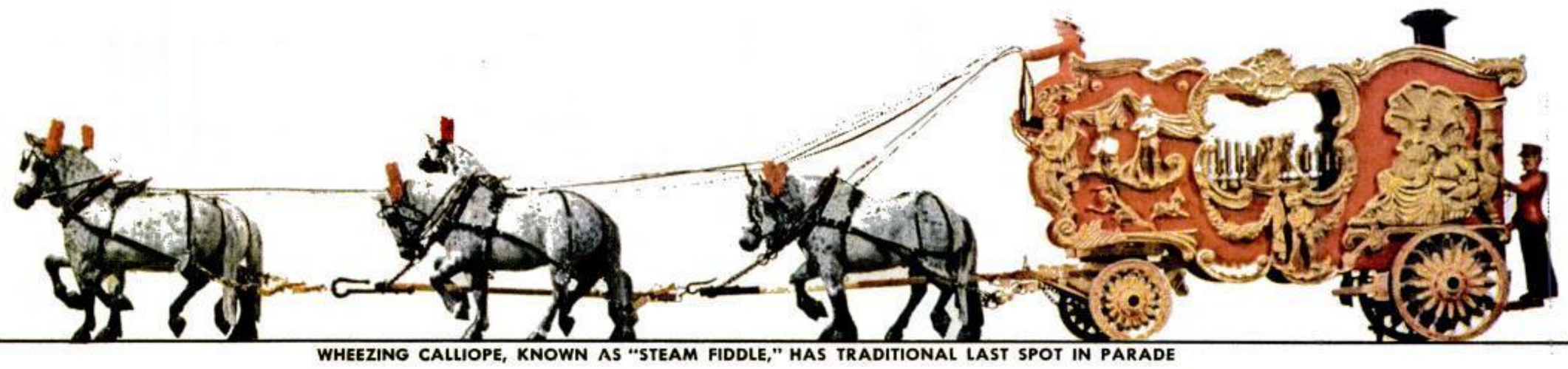
CLOWN COPS DO THEIR CLASSIC ACT



MOUNTED TROUPE ADVERTISES "WILD WEST SHOW" AFTER MAIN CIRCUS PERFORMANCE



PARADES ALWAYS SAVE THE ELEPHANT TRAIN FOR A WINDUP SPECTACLE

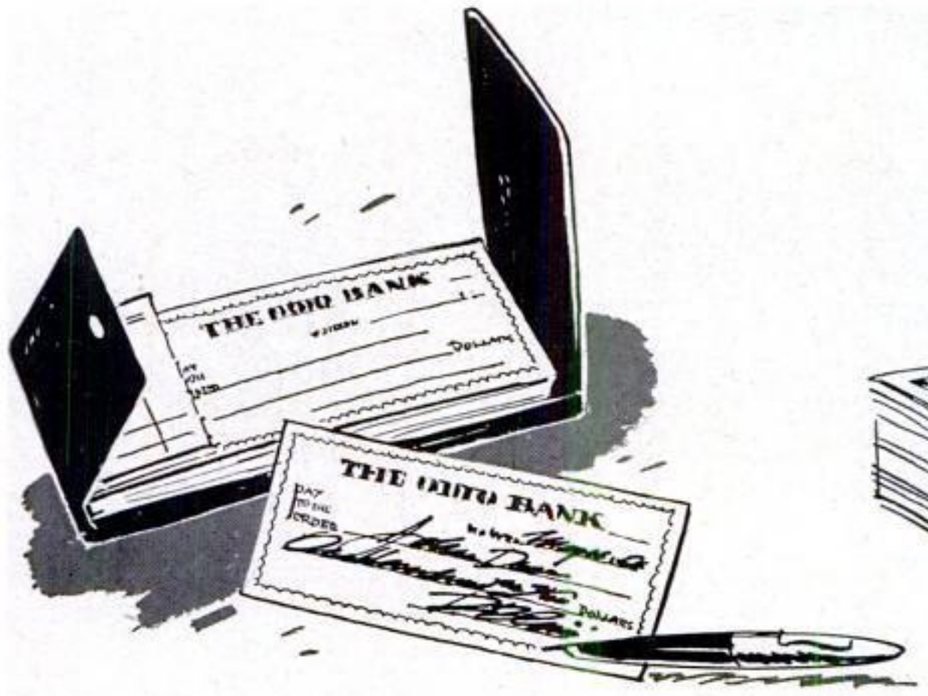


WHEEZING CALLIOPE, KNOWN AS "STEAM FIDDLE," HAS TRADITIONAL LAST SPOT IN PARADE

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Because it comes only in packages of $10,000 or more

You can now have this combination of life insurance advantages at remarkably low cost!



LOW PREMIUMS!

Savings made possible by the high minimum face amount are passed on in lower premiums. Standard annual rate is only $17.59 per $1,000 at age 25; $23.59 at 35; $33.64 at 45; $50.46 at 55. At most ages policies with waiver of premium and double indemnity benefits are available for slightly more.



HIGH CASH AND LOAN VALUES!

Low as the premiums are on the New York Life Insurance Company's new Whole Life policy, cash and loan values build fast—equal to the full reserve after only seven years! For example, the seventh year cash value of a policy taken out at age 25 is $92 per $1,000; at 35, $123; at 45, $164; and at 55, $213.



SUBSTANTIAL PROTECTION!

Since this policy comes in amounts of $10,000 or more, it serves as a solid foundation for a life insurance program to protect your family, your business or yourself. This new and entirely up-to-date policy is ideal for today's protection needs.

and look at all these additional features!

★ **Dividends to policy owners.** New York Life is a mutual company and pays dividends to policy owners only. Dividends may be used to further reduce the low premium payments.

★ **Issued to age 70.** Moreover, it may be available at higher rates to persons who cannot qualify for standard insurance due to health or occupation.

★ **Readily transferable.** Under a transfer of ownership provision unique in New York Life policies, the owner can have his policy and all rights under it transferred to a new owner whose name will be endorsed on the policy. This feature is especially desirable for buyers of business life insurance.

★ **Liberal and flexible optional settlements.** These provide high guaranteed incomes and meet the needs of businessmen as recognized by their lawyers and accountants.

nylic

NEW YORK LIFE

INSURANCE COMPANY

The New York Life Agent in Your Community is a Good Man to Know

NEW YORK LIFE has designed this great new policy especially for people who want large-amount life insurance protection while building cash resources for the future—at remarkably low cost.

With its low premiums and early high cash values, this Whole Life policy offers economical protection for your family or your business—as well as for your own future. Ask your New York Life agent about it soon—or mail the coupon below *now!*

This policy is available in each of the 48 states, District of Columbia, Alaska, Hawaii and throughout Canada (not issued in New York prior to age ten nor in Canada prior to fifth birthday). New York Life is 109 years old and is one of the strongest legal reserve life insurance companies in the world.

Mail this coupon today!

New York Life Insurance Company, Dept. L-1
51 Madison Avenue, New York 10, N. Y.
(In Canada: 320 Bay Street, Toronto, Ontario)

Please furnish me, without any obligation, full information on your new Whole Life insurance policy, minimum amount $10,000.

NAME_____ AGE_____

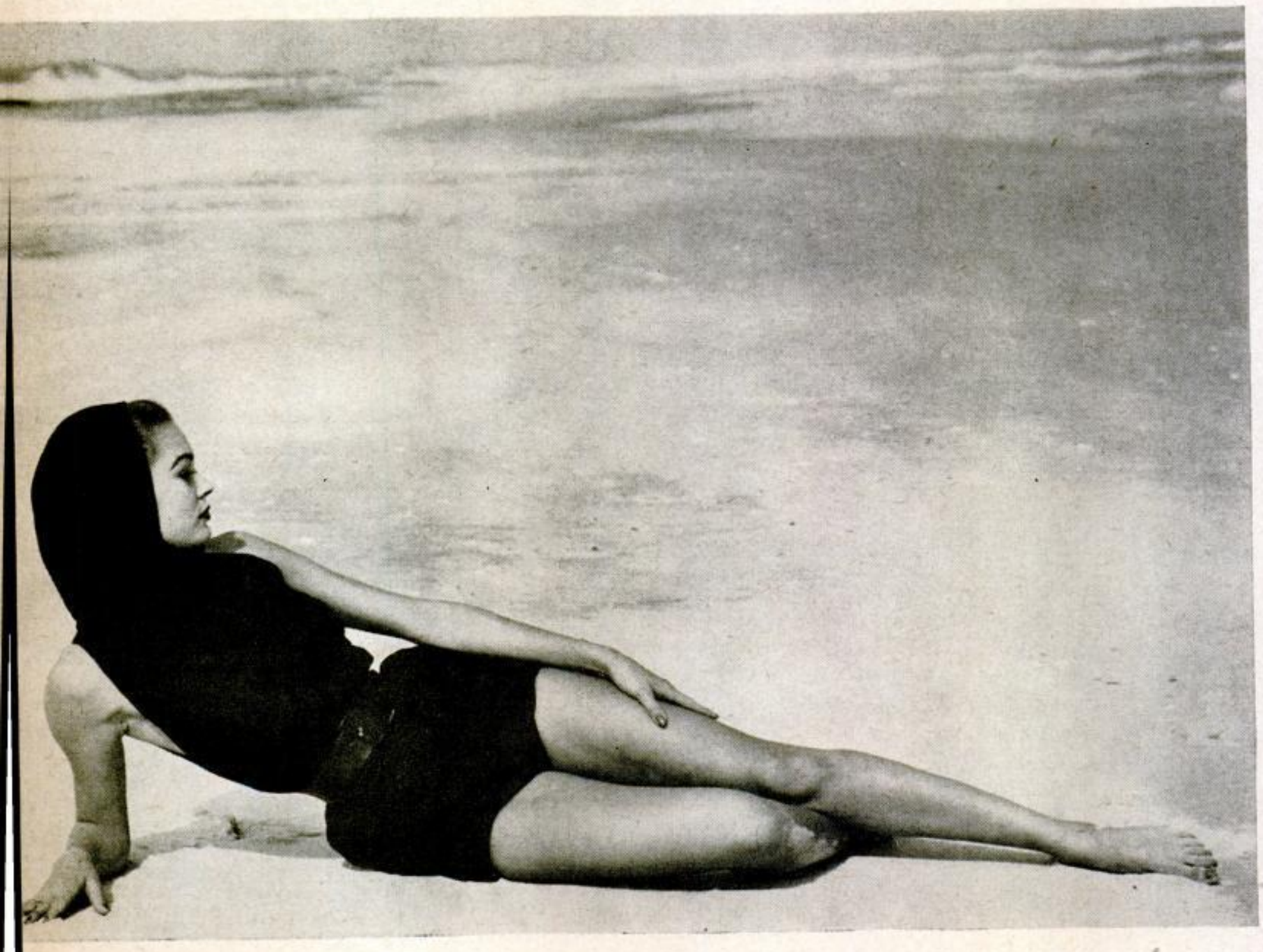
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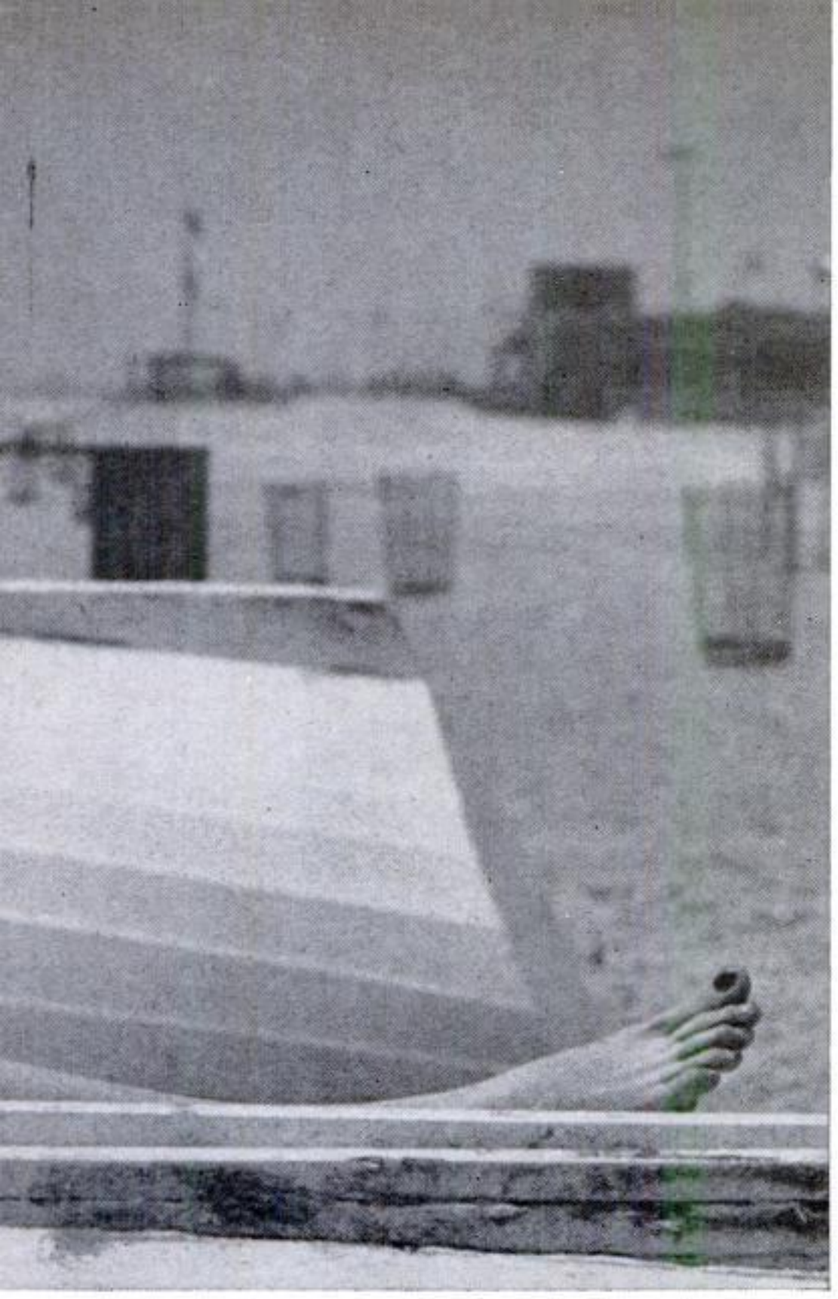


LONG SLEEVES contrast with the off-shoulder neckline in a striped suit (Polly Hornburg, $17.98). Its top, cut exactly like a sweater, is made of elasticized wool jersey to stay down over unseen shorts.



ATTACHED HOOD and high back set off bare arms in one-piece wool knit jersey suit (Claire McCardell, $25). The hood will not replace a bathing cap but it can be folded into high turtle neck for swimming.

HIGH NECKLINE and horizontal stripes in one-piece style (Sportwhirl, $12.95) are reminiscent of bathing suits of the Twenties. The halter back can be unbuttoned to make suit strapless for sunning.



New Suits Both Cover Up and Show Off

THEY BRING A SWEATER GIRL LOOK TO BEACH

The newest bathing suits put out by East Coast designers cover a lot of skin which for years has gone bare at the beach. But they still manage to show off a lot of shape, and seen on a good figure have the same trim-girl-inside look that a well-fitting sweater gives. Although most are made without linings, boned bustlines or other artificial shaping, the sweater girl effect is obtained by using tight-fitting jersey or elasticized wool knit like the suit on the cover (Greta Plattry, $23). Their high necklines and very long sleeves will present a tanning problem out of the water, but their simple cut and elasticity make them comfortable for swimming.

CONTINUED ON NEXT PAGE

The Only Chocolate Milk That Makes Itself!



©1954 The Nestlé Company, Inc.

NESTLÉ'S Quik!

NO BEATING NO SHAKING
JUST GREAT CHOCOLATE DRINKING!



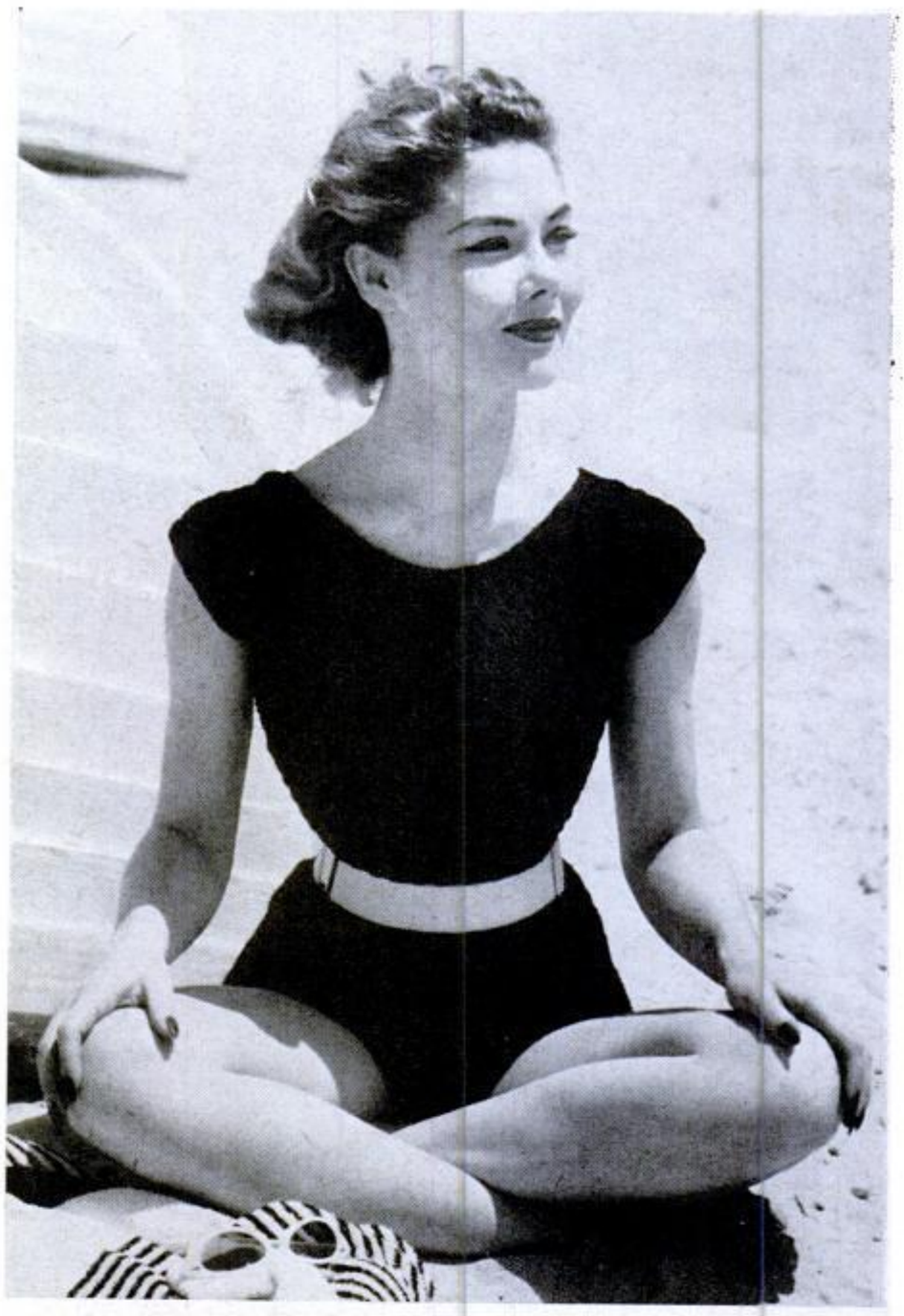
It's instant! Just add 2 heaping teaspoons of QUIK powder to your glass of cold milk. Look, it dissolves right away!



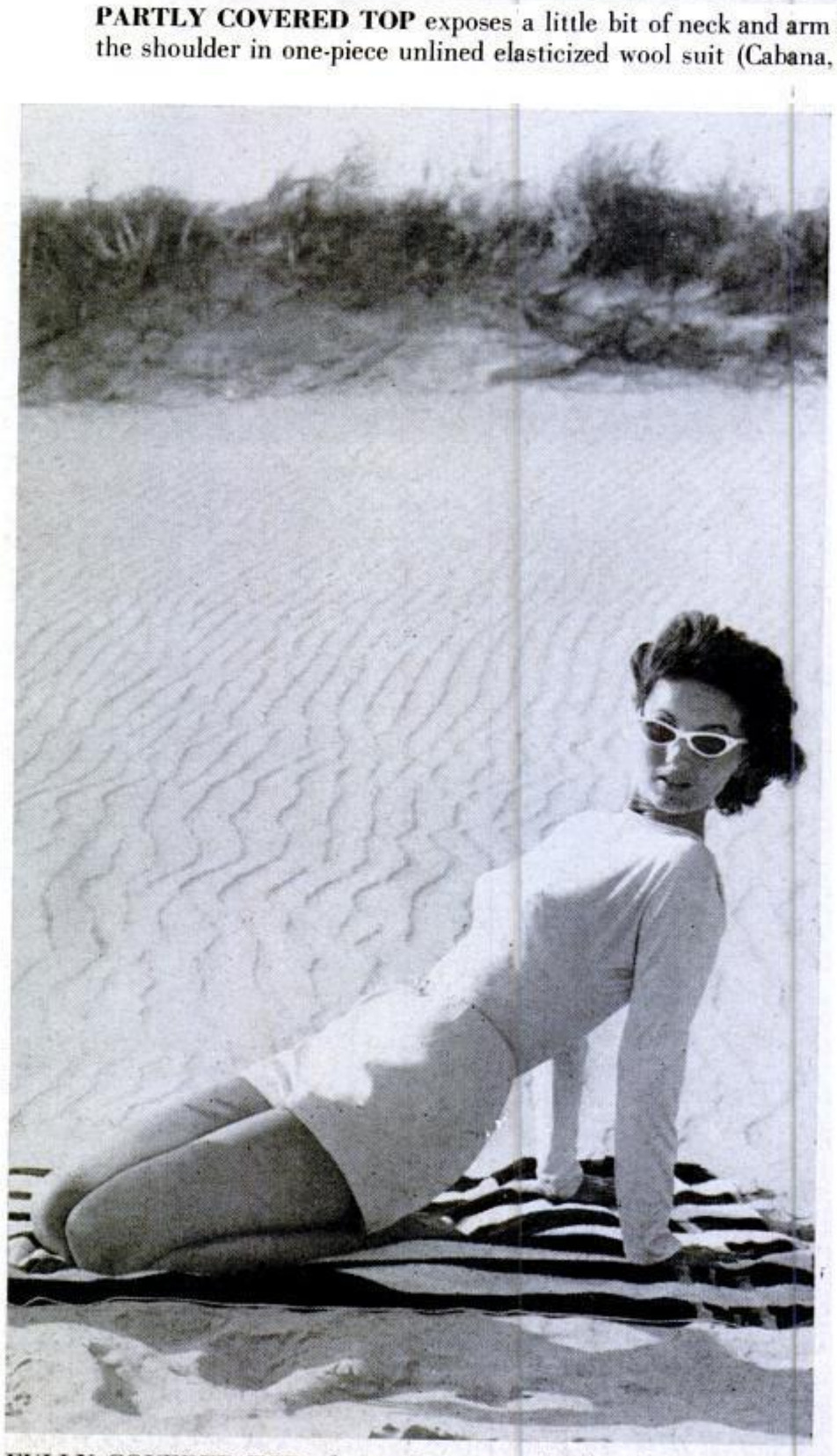
No beat or shake! Just a quick stir and it's ready. QUIK stays mixed, stays chocolaty all the way down, never separates.



A delicious chocolate treat! Only Nestlé's QUIK has such creamy consistency, rich smooth chocolate-bar flavor. Delicious!



PARTLY COVERED TOP exposes a little bit of neck and arm below the shoulder in one-piece unlined elasticized wool suit (Cabana, $25).



FULLY COVERED TOP of rayon jersey attached to sharkskin shorts (Carolyn Schnurer, $25) has boned lining but is cut like simple T-shirt.

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"Pure California lemon juice already squeezed for you! ...*All you add is water!*"



LEMON PRODUCTS ADVISORY BOARD, Los Angeles, California

"Cool! Quick! Luscious!

Make 'em both the easy, easy way!

Wouldn't your family go for that big, friendly-looking tray of ice-cold lemonade — with a high, light 'n honey of an angel food cake? Just the thing for summer afternoons—or nights . . . company time, or just "family."

And it's so simple! All you have to do is to open one of those convenient small cans of Frozen Lemonade from California and add water — one six-ounce can makes a quart of the finest lemonade. You couldn't make better if you "squoze" the lemons and "squooshed" the sugar yourself! Trim with fresh mint and add a gay red cherry! Looks wonderful—tastes fine!

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Cake 'n Lemonade!" says Betty Crocker OF GENERAL MILLS

Easy as easy, too, to have that big white cake all ready. Just bake it in the morning from our newest pride and joy — our Betty Crocker Angel Food Cake Mix. Bakes a cake as high, as light, as angel-perfect as Betty Crocker's own best 13-egg angel food recipe.

Anyone can bake it. All the fine country egg whites you need are right in the package. And, especially with ice-cold lemonade, angel food cake tastes so heavenly you just don't need an icing.

Stock up now for summer week-ends —stock up for fun with lots of California's finest frozen concentrate for lemonade — and with Betty Crocker's finest — the new Betty Crocker Angel Food Cake Mix. It's **C-O-O-L!**



A perfect cake every time you bake —
cake . . . after cake . . . after cake . . . after cake!

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Discriminating people prefer

HERBERT TAREYTON

...with the genuine cork tip to protect the lips



Mr. Donald L. Symington, popular member of New York and Baltimore society, says: "Herbert Tareyton's fine, mild tobacco and genuine cork tip give me complete smoking enjoyment."

Donald Symington



You'll agree with Mr. Donald L. Symington and other discriminating people who prefer Herbert Tareyton. You'll like the genuine cork tip that stays clean and firm, that won't stick to or tear your lips. And you'll like the modern king size that gives you a longer, cooler, naturally filtered smoke of fine, distinctive tobacco.

In fact, when you light up your first Herbert Tareyton, you'll say it's the most enjoyable cigarette you ever smoked!

PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

TAREYTON'S GENUINE CORK TIP PROTECTS YOUR LIPS

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ROUGIER IN KOREA



DAZED PW, slowly comprehending he is free at last, was photographed at Panmunjom by Rougier during the first week of prisoner exchange in Korean war (LIFE, May 4, 1953).

PHOTOGRAPHER'S BIG SWEEP

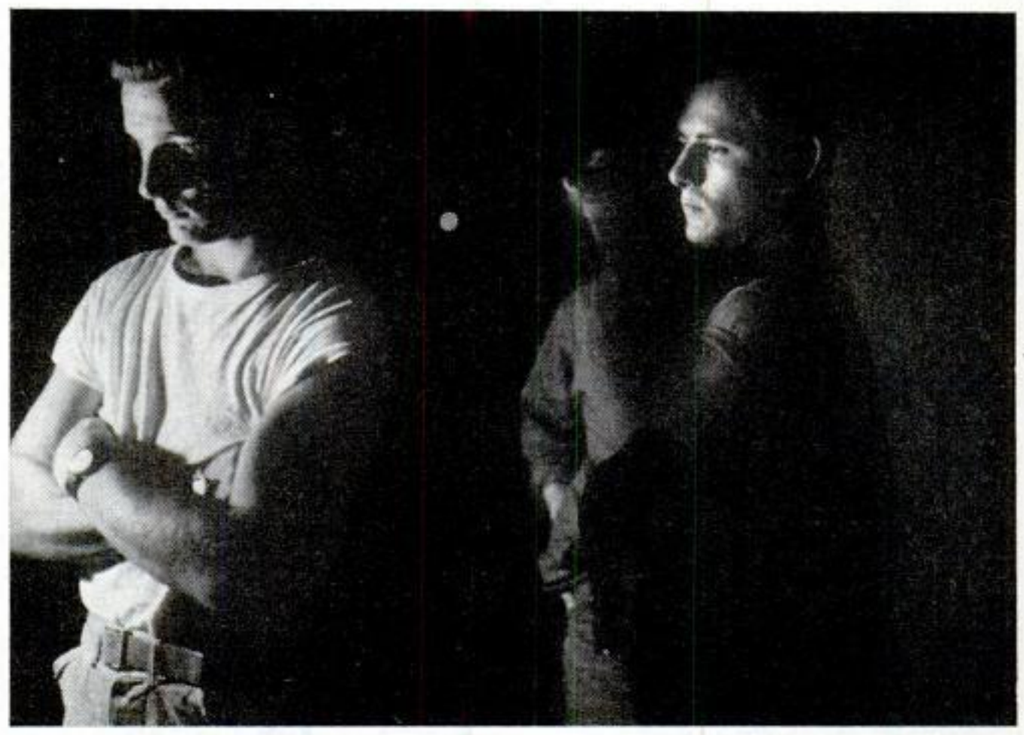
LIFE's Rougier wins three top picture awards—and a pretty bride

Michael Rougier got his first job as a writer. But he wanted to be outdoors more and so became a photographer instead. In 1947 he joined the staff of LIFE and four years later began covering the Korean war. It was, he felt, a war of emotion for most men rather than a war of action, and he tried to capture in his pictures "the stresses and strains of a soldier's mind as well as his physical prowess."

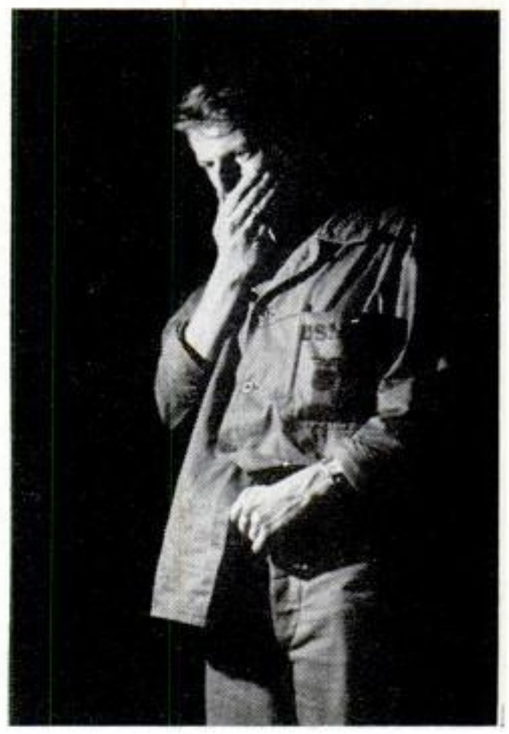
Last March, honoring his Korean coverage, the Overseas Press Club cited Rougier for "the best photographic reporting from abroad in 1953." In May the University of Missouri School of Journalism gave him its magazine portfolio award. Now this month the National Press Photographers Association and the *Encyclopaedia Britannica* have named him "Magazine Photographer of the Year," thus giving Rougier at 29 a clean sweep of the year's three most important magazine photographic awards. Photographer Rougier capped this series of triumphs last week by taking a pretty bride (*right*).

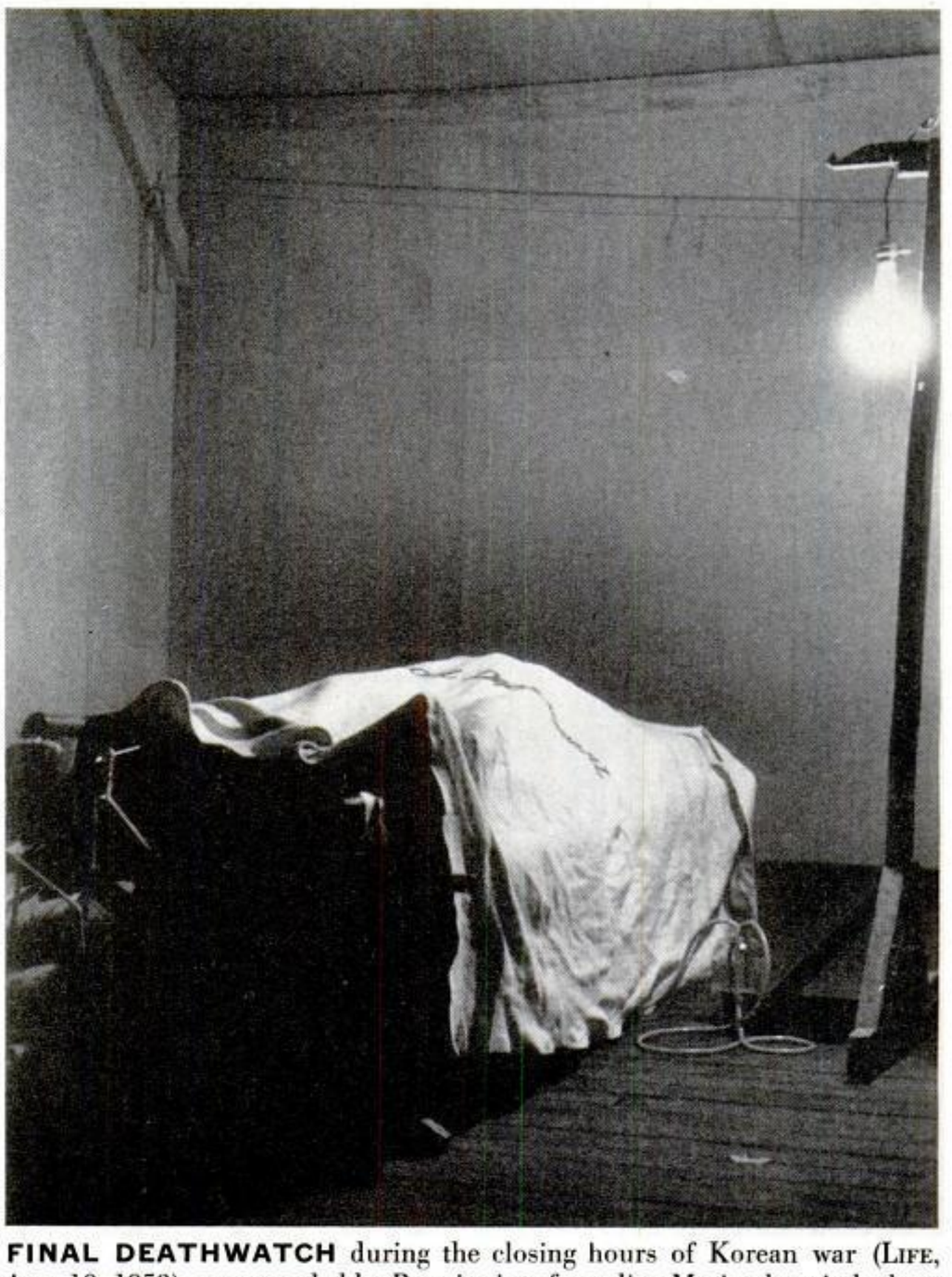
IN WEDDING LAST WEEK ROUGIER MARRIED MODEL MARILYN STANNARD →

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FINAL DEATHWATCH during the closing hours of Korean war (LIFE, Aug. 10, 1953) was recorded by Rougier in a front line Marine hospital where medical corpsmen prayerfully watched the last of their patients die. Judges said pictures like these revealed Rougier's "acute sensitiveness," and others went on to say they were "the best to come out of the Korean conflict."

CONTINUED ON PAGE 90

Advertisement



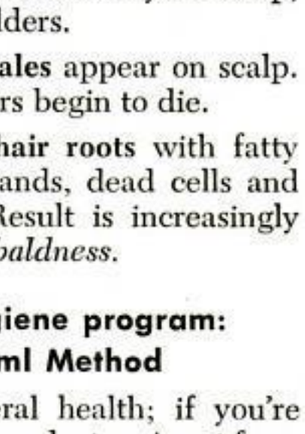
Dandruff on shoulders is excessive dandruff . . . a sign your scalp needs care.

DANDRUFF

Why it may be "the beginning of baldness"...

We don't claim miracles. We can't *prevent* baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Dermatologists, while differing in their views as to causes of baldness, say that the condition symptomized by excessive dandruff *does* frequently lead to baldness.



1st STAGE: Spores of Malassez

Seborrhea

Dandruff commonly arises from a disease of the scalp called *seborrhea*. Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez* —also known as *Pityrosporum Ovale*. In most men who have it, seborrhea progresses through three stages:

1. Dry white scales flake off your scalp, drop to your shoulders.

2. Moist, sticky scales appear on scalp. In many cases, hairs begin to die.

3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly "thin" hair, often *baldness*.

A scalp hygiene program: the Kreml Method

Watch your general health; if you're "run down," see your doctor. Apart from that—give your hair and scalp the *right kind of care*. Here is an easy-to-follow home program—the Kreml Method—used professionally by leading barbers and hairdressers:



2nd STAGE: Bacilli shown may be present.

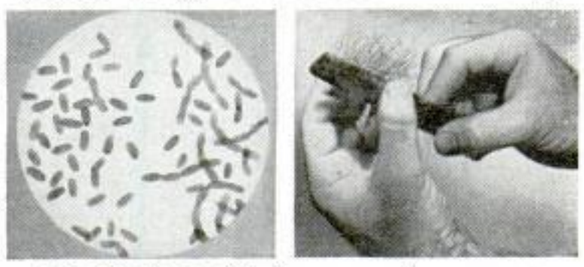
Tonight, shake Kreml Hair Tonic *generously* on to your head. Massage your scalp vigorously. Next, apply your favorite shampoo. Work up a thick lather —*without putting any water on your head*. The lather comes easily if you have used enough Kreml Hair Tonic.

Now, rinse with water. Lather again. Rinse. Dry your hair thoroughly. Shake on Kreml Hair Tonic—massage it in—comb hair in place.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it in—comb hair in place.

Stubborn cases

At first, *more* dandruff flakes than usual may appear. This simply means dandruff is being "chased out" from scalp.



3rd STAGE: Bacilli shown may be present. Hair growth may be affected.

In stubborn cases, repeat Kreml-and-shampoo treatment.

Inhibits growth of bacilli

There is no known permanent "cure" for seborrheic dandruff. But certain ingredients of Kreml Hair Tonic DO inhibit the growth of bacilli and of the Spores of Malassez. The Kreml Method is not offered as a substitute for the services of a dermatologist—but it *has* helped thousands of men. Letters tell us so!

Money-back offer. Try the Kreml Method faithfully, and, if you are not entirely satisfied, write the J. B. Williams Company, Glastonbury, Conn. Enclose Kreml label—tell us what you paid—and we will gladly refund your money.

Get Kreml Hair Tonic today. And if you need shampoo, ask for our Kreml Shampoo. See how quickly the Kreml Method makes your head feel better! The J. B. Williams Company.

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Why Swelter?

Beat the heat with G-E "Comfort-Conditioned Air"!

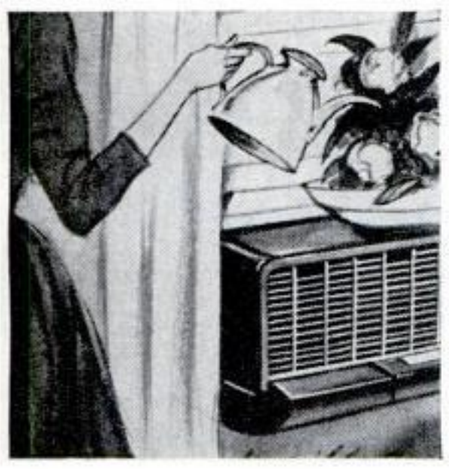


No more hot, muggy days! Don't face another summer of hot, sticky misery! G-E Room Air Conditioner eliminates all this discomfort, lets you relax and enjoy life.



Relax in dry, cool air! A General Electric Room Air Conditioner eliminates the discomfort of hot, muggy weather. It provides a whole roomful of cool, crisp, filtered air—"Comfort-Conditioned Air."

Insist on "Comfort-Conditioned Air"... only G.E. offers you all this!



Dry, cool comfort! A G-E Room Air Conditioner not only cools the air, it removes excess moisture. You never feel clammy. You enjoy that crisp, invigorating feel of autumn—all summer long, 24 hours a day.



Clean, healthful comfort! You enjoy a cleaner, healthier home. Truly efficient filters reduce airborne dust, dirt and pollen and help provide real relief for many allergy sufferers. Everything stays cleaner.



No-draft comfort! Not one, not two, but *three* special air directors send "Comfort-Conditioned Air" to every corner of the room. You set them exactly as you wish, to prevent drafts and over-chilling.



Automatic comfort! G-E Room Air Conditioners have automatic temperature control. Just choose your own setting. A sensitive thermostat turns unit "On" and "Off" as room temperature tends to vary.



Dependable comfort! For years G.E. has been the symbol of dependability to appliance users everywhere. G-E Conditioners have a sealed refrigeration system backed by a 5-year warranty.

Keep cool and dry for as little as—

$229.95

ROOM AIR CONDITIONERS

Learn how little it costs to keep dry and cool!

Why not plan to enjoy G-E "Comfort-Conditioned Air" from now on? There's a complete line of beautifully styled G-E Room Air Conditioners to cool any size room, at home or at the office.

No expensive plumbing or remodeling necessary for installation. No water pans to empty, no radio or TV interference. Better see your G-E dealer soon. General Electric Company, Appliance Park, Louisville, Ky.

So quiet! So very dependable!

GENERAL ELECTRIC

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who, you?



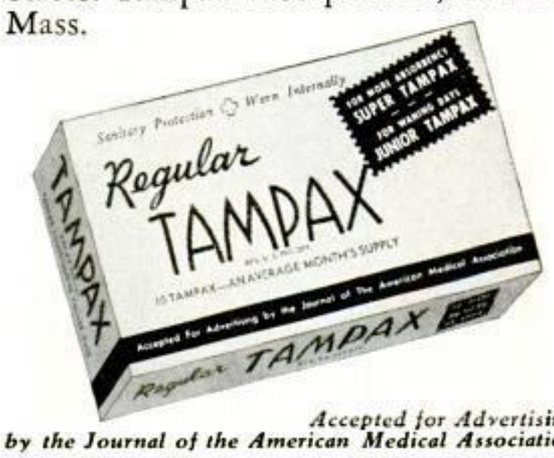
Yes, you! You're the one who has to make up your mind about Tampax. No one's going to take you by the hand and lead you up to this product. It's your decision—your own personal decision—to change to internal sanitary protection.

It's a decision many women make in the summertime . . . and there are very obvious reasons for that. Clothes become lighter, more clinging. You'd like to wear sanitary protection that's invisible, once it's in place. Odor and chafing may be serious problems. Tampax eliminates both.

NO BELTS
NO PINS
NO PADS
NO ODOR

Then, too, Tampax has a very special warm weather advantage; it can be worn while you're swimming. How free you'll feel to plan week-end trips to take your vacation any time! And remember, too, that the guest who carries Tampax with her *never* has any disposal problems.

Get Tampax at any drug or notion counter, and why not get the economy package? It holds an average 4 months' supply. Any Tampax package, by the way, is so small and inconspicuous; month's supply goes into purse. There's a choice of 3 absorbencies: Regular, Super, Junior. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by the Journal of the American Medical Association

LF-28-64-M

TAMPAX INCORPORATED
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

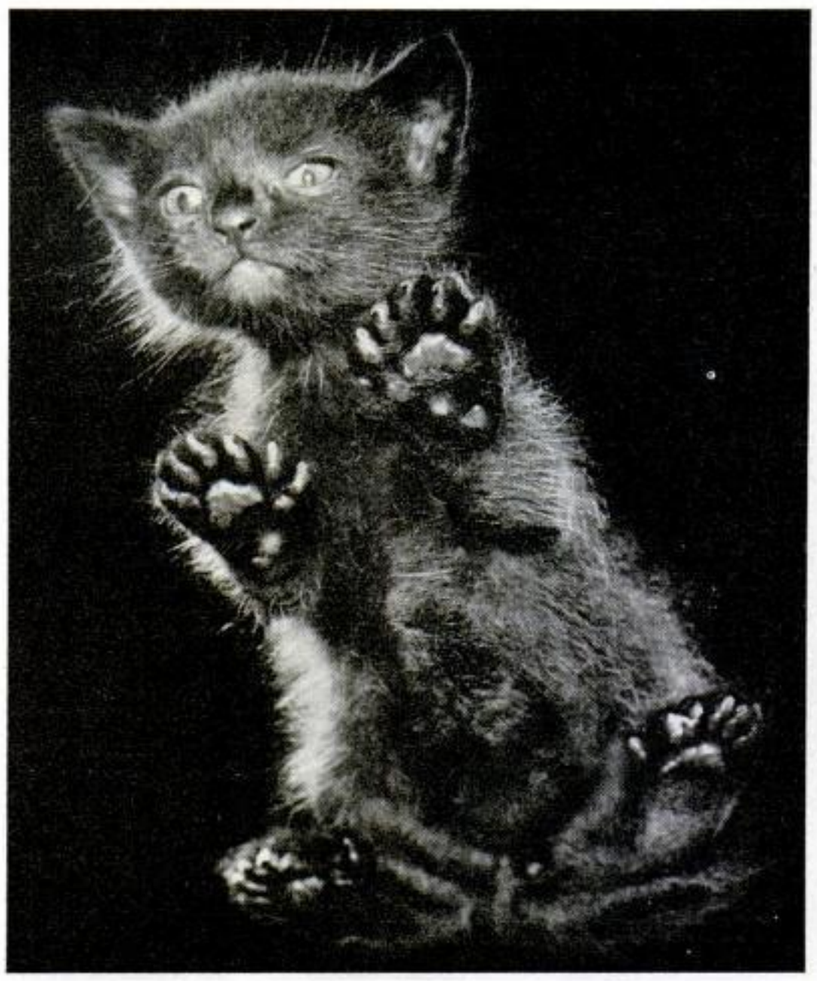
( ) REGULAR ( ) SUPER ( ) JUNIOR

Name_____

Address_____

City_____ State_____

DOUBLE AWARD TO A NEWSMAN



SIX-TOED CAT helped Milwaukee *Journal* Photographer Thomas Abercrombie win top newspaper awards from both University of Missouri and NPPA-*Encyclopaedia Britannica.*



WORM-PULLING ROBIN, included in Abercrombie's award-winning portfolios, was a family pet. The worm is taut because Abercrombie's wife is pulling it, unseen, from below the piece of sod.



MUD-COVERED MUTT was photographed by Abercrombie for picture story which recorded dog's rescue from culvert where he got jammed while chasing a rabbit (LIFE, March 22).



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YOU SAVE WHEN YOU SELL—Years-ahead styling, far-advanced performance are helping Mercury set 1954 sales records. Your investment is protected; your new Mercury stays in big demand. So you can command a better price when you eventually sell or trade. Proof? Mercury consistently leads its class for trade-in value, according to authoritative, independent national surveys of used-car prices.



IT PAYS TO OWN A MERCURY—Mercury's all-new 161-horsepower V-8 engine is one of the thriftiest in our economy-famous history. With its greater efficiency, you save as you drive. And you get new ball-joint front suspension, an exclusive in Mercury's class, for even easier handling. We invite you to see your Mercury dealer for a trial drive. MERCURY DIVISION · FORD MOTOR COMPANY

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Millions and millions and millions love Kool-Aid . . . and you will, too!

Kool-Aid...5¢ package makes two quarts

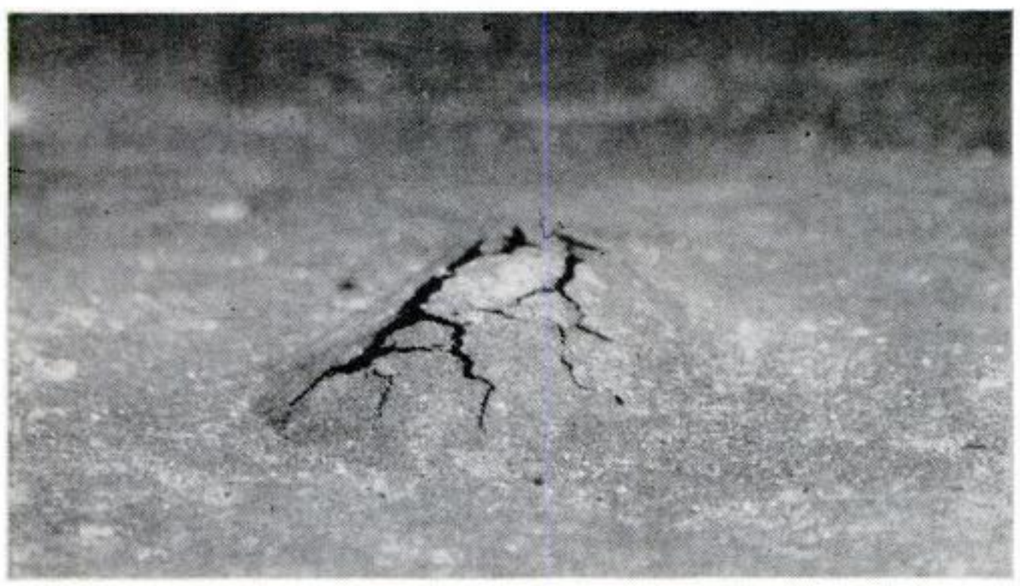


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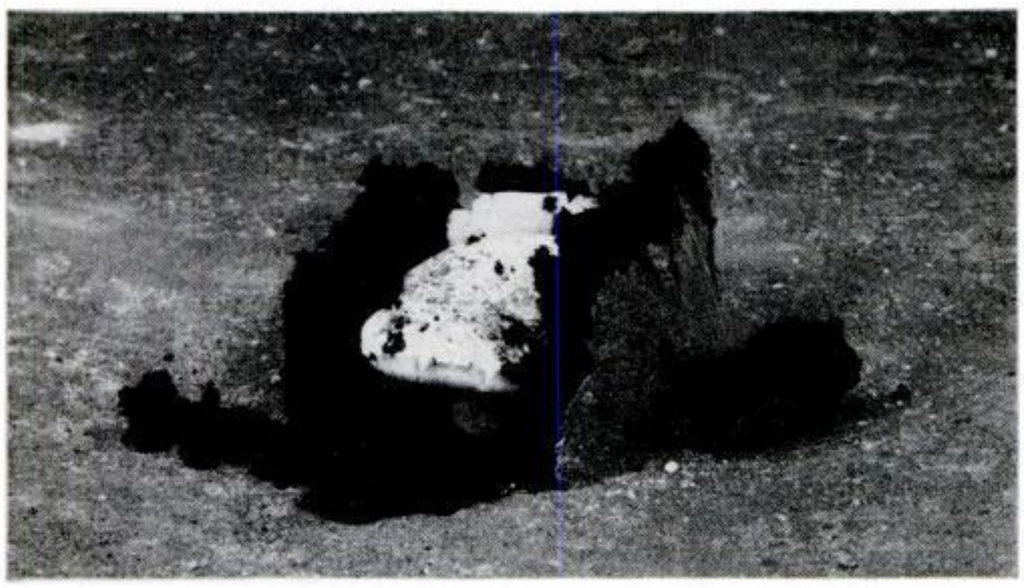
Kool-Aid is America's favorite drink in an envelope

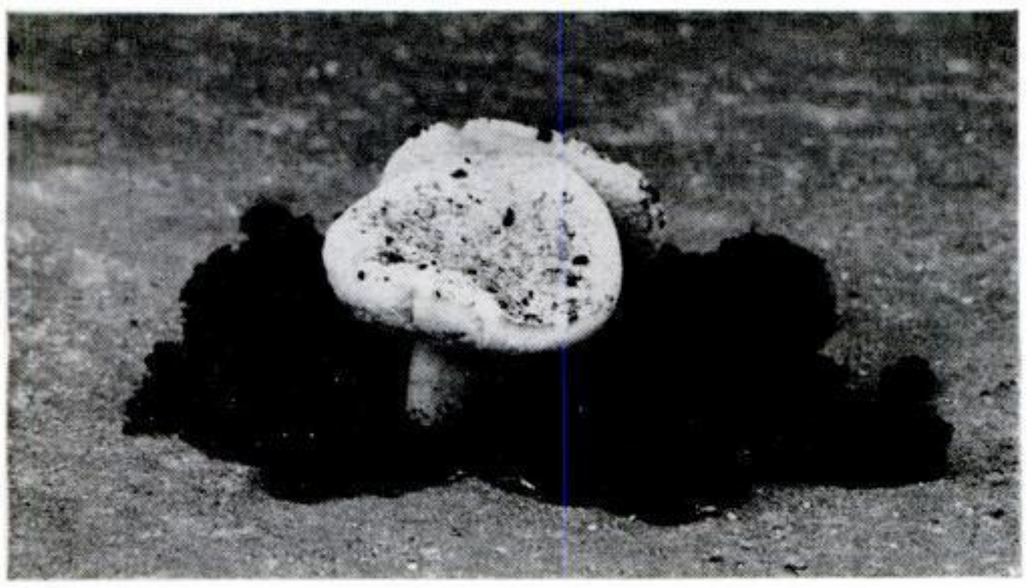
ANOTHER FINE PRODUCT OF GENERAL FOODS

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MIGHTY MUSHROOMS

Crossing a neighbor's asphalt carpark one recent Monday morning, Keith Vining, a Daytona Beach, Fla. hobby writer, noticed a small but curious bulge in its thick surface (*top*). Expecting a root or a mole to emerge, he set up a camera nearby and kept a daily vigil beside the swelling blister. On Wednesday the bulge burst (*second from top*), and by Saturday two white objects had pushed upward. Two more days revealed the mighty miners were a pair of flabby field mushrooms (*bottom*), whose spores had been buried when the carpark was laid in 1952. Germinating this spring, the growing mushrooms had absorbed moisture from the earth, filled their cells with water which produced enough hydraulic pressure to shatter the 1½-inch thick asphalt above them.

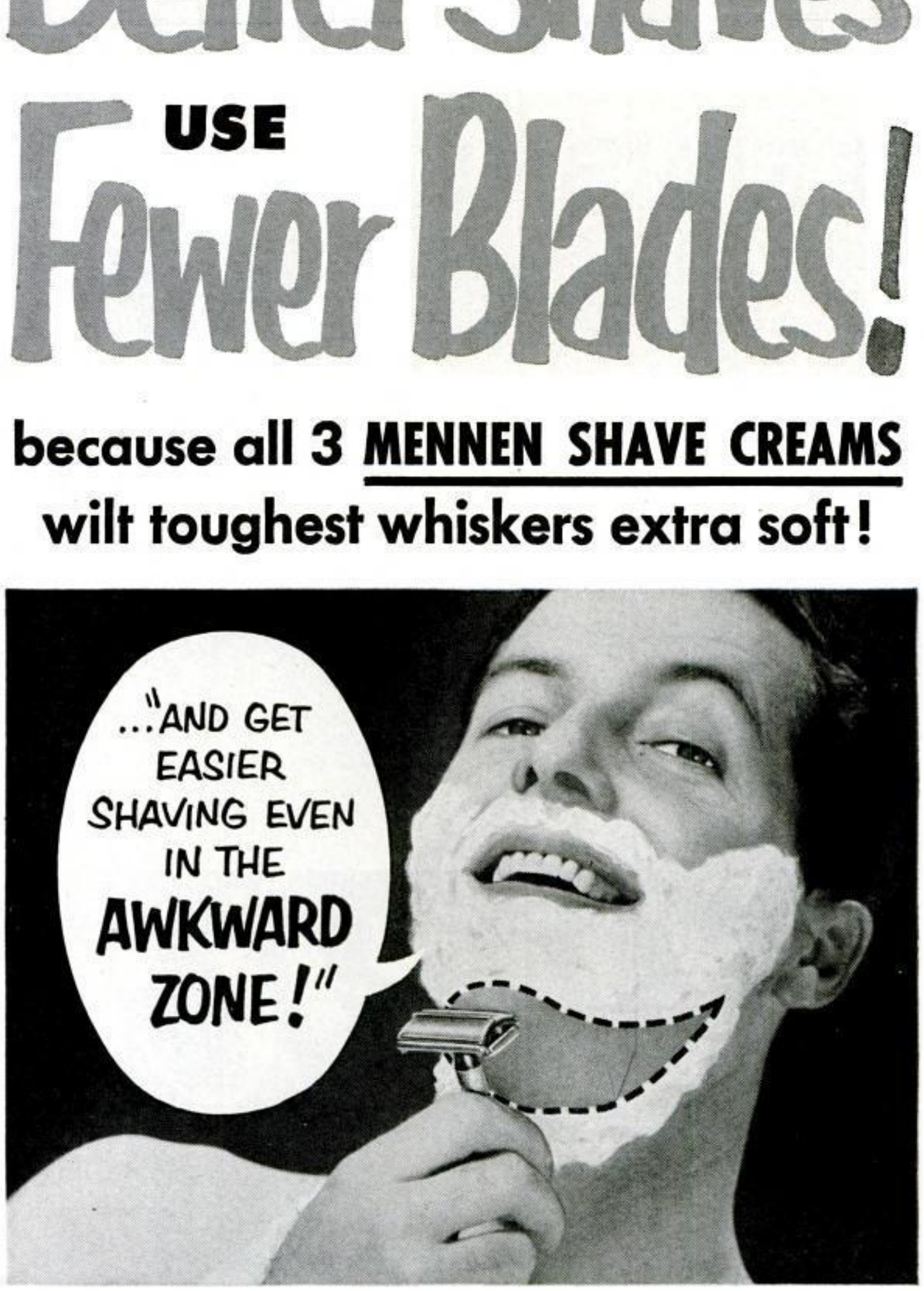
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NOW YOU CAN ERASE DARK CIRCLES— SHADOWS— BLEMISHES



WITH

erace

THE ORIGINAL "COVER-UP" USED BEFORE MAKE-UP



Screen-TV secret released to the public for the first time by MAX FACTOR World's foremost make-up authority

HERE IS THE "MIRACLE" YOU'VE BEEN HEARING ABOUT. At last, America's make-up authority, Max Factor, has released the secret substance he created to hide imperfections, lines, shadows and blemishes from the merciless scrutiny of motion picture and television cameras. Of all the many exclusive creations for which the "glamour industries" are indebted to Max Factor, this product is probably the one its beauties rely on most, day by day, to stay lovely.

And now this very product, ERACE, is available to you in a new form as simple to use as a lipstick.

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AND HERE'S ANOTHER important fact we can't evade. From time to time every woman is subject to one of the "problems" ERACE was specifically created to overcome. Teenagers seem to "blossom forth" with blemishes just before that all-important "date". The passing years, loss of sleep or temporary physical indisposition will put ugly circles under the loveliest eyes . . . harsh lines in the smoothest complexion. For these problems and dozens more . . . ERACE is the answer.

TEST ERACE FOR YOURSELF

In the privacy of your own home, make this test . . . AT NO EXPENSE TO YOU!

1. Get ERACE today.
2. Apply to a shadow under just one eye . . . or a deep line on *one* side of your face.
3. Now . . . hold a mirror at arm's length. Look first at one side of your face . . . then the other.

SEE THE AMAZING DIFFERENCE YOUR MIRROR DISCLOSES!

ONCE YOU HAVE MADE THIS TEST you will be *thrilled* with the difference, overwhelmed at the startling comparison . . . you will agree that you have at last found the answer to dark circles, shadows, blemishes . . . OR YOUR MONEY WILL BE REFUNDED!

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You'll find ERACE . . . this wonderfully easy to use, effective cover up . . . complete with instruction booklet in this attractive counter display.

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ERACE—BY MAX FACTOR

the "cover-up" used *before* make-up

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TWO SISTERS, decked in Sunday best for benefit of painter around 1830, offer bright though formal contrast to stark setting of their frontier home.

PRIM PORTRAITS OF A PAST

National Gallery's new collection of primitives gives vivid image of early Americans



PLUMED HAT and stuffed animals brought a restrained smile to face of Miss Dennison, a fashionable young lady who had portrait done about 1775.

Some 30 years ago a handful of U.S. art collectors and dealers began an earnest hunt. Ransacking attics, haunting auctions and country sales, they brought to light a curious and quaint assortment of paintings, all the handiwork of little-known or anonymous artists who plied their trade in America more than 100 years ago. Foremost collectors of this earliest flowering of American art are Colonel and Mrs. Edgar W. Garbisch, who have amassed 1,500 paintings. Recently they gave 500 of them to the National Gallery, the first of a promised series of donations from their collection.

This month in the gallery some of the paintings, including those reproduced here, are on view. Surrounded by the elegant and polished works of European masters, the American primitives present a stern, somber and somewhat awkward appearance. But through the rigid poses, the staring eyes, the unembellished settings comes a vivid portrait of the self-respecting citizens of the past who laid a solid groundwork for the America of today.



RUFFLED BONNET, curly hairdo and a new ear trumpet were the special pride of Mrs. J. B. Sheldon of Ohio, who sat for an itinerant painter in 1825.

CONTINUED ON NEXT PAGE

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A tired nurse takes a "Coffee-break"

A surgeon's eyes, signalling. A nurse's hand, responding. Soon, the anxious hour passes, and somebody says: *"Wouldn't you like a cup of coffee?"* The tired nurse smiles. Coffee! A cup so cheerful, a lift so welcome, a taste so good that nothing takes its place. Hearty, friendly, bracing any hour of the day. During *your* day, too, "wouldn't you like a cup of coffee"? So much pleasure—for only pennies a cup. Enjoy coffee often—and make coffee *right*. Use 2 level tablespoons (or 1 Standard Coffee Measure) for every cup. Give yourself a "Coffee-break"! Think better, work better and feel better.

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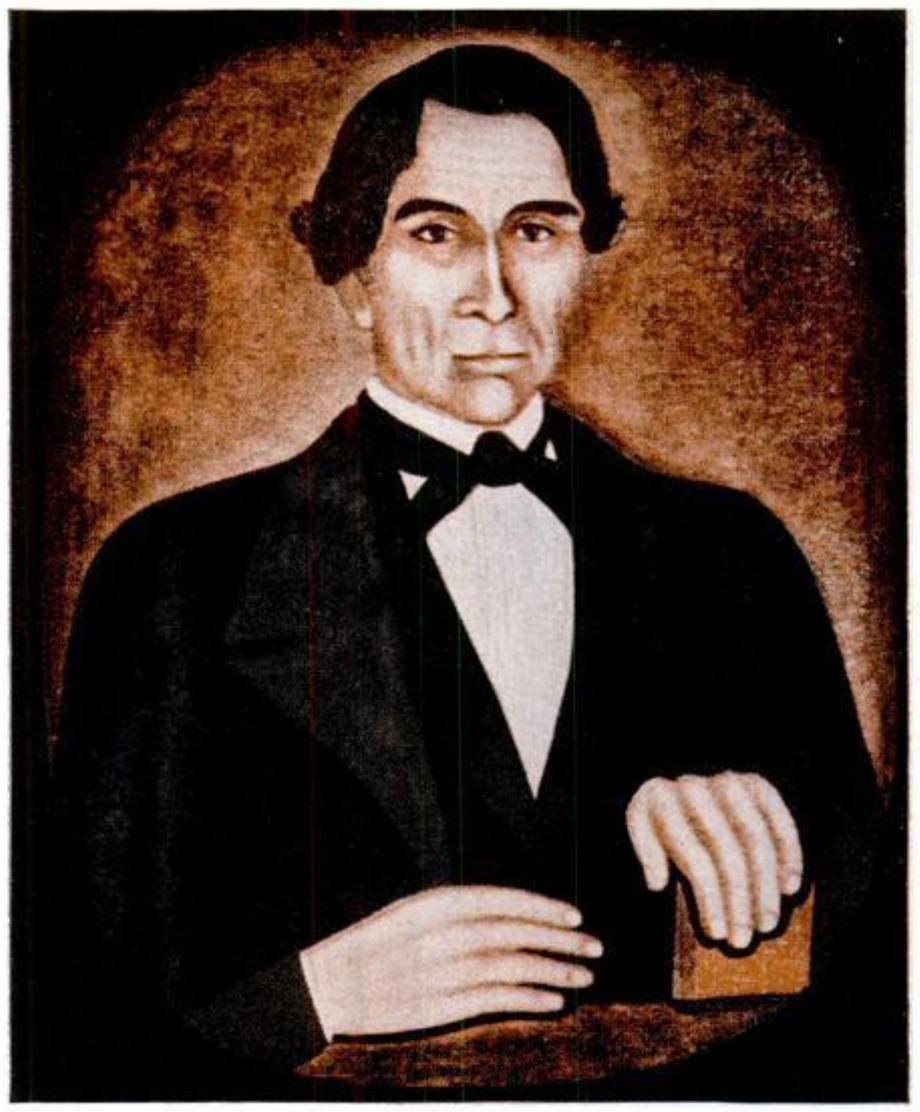
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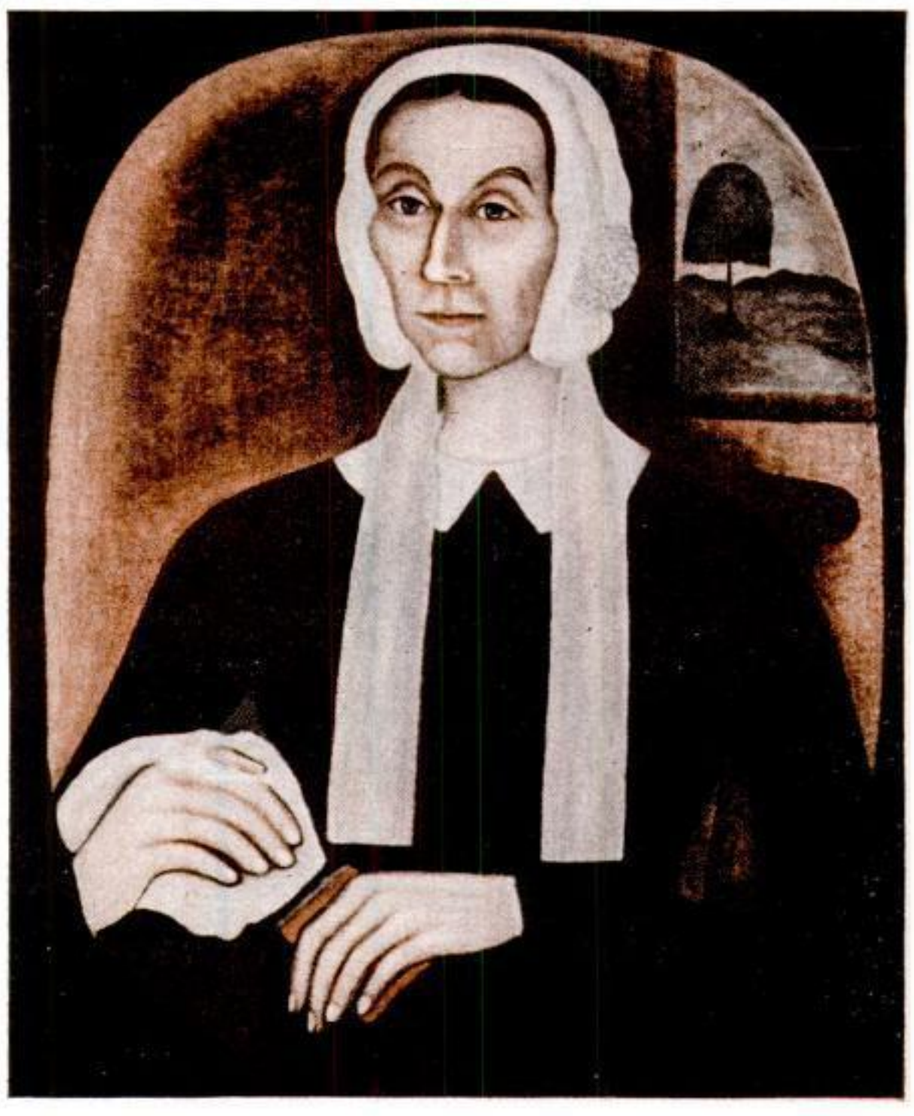




GRAVE HUSBAND, his hand resting on a prayer book, was married to lady whose portrait is at bottom of page. This was painted around 1840.

DUTCH DAUGHTER, Catalynje Post, was painted in New York about 1730. Artist solved problem of painting her feet by doing them in profile.

STAID WIFE posed for companion piece to her husband's portrait. The painter warmed up to his job by adding a landscape to background.



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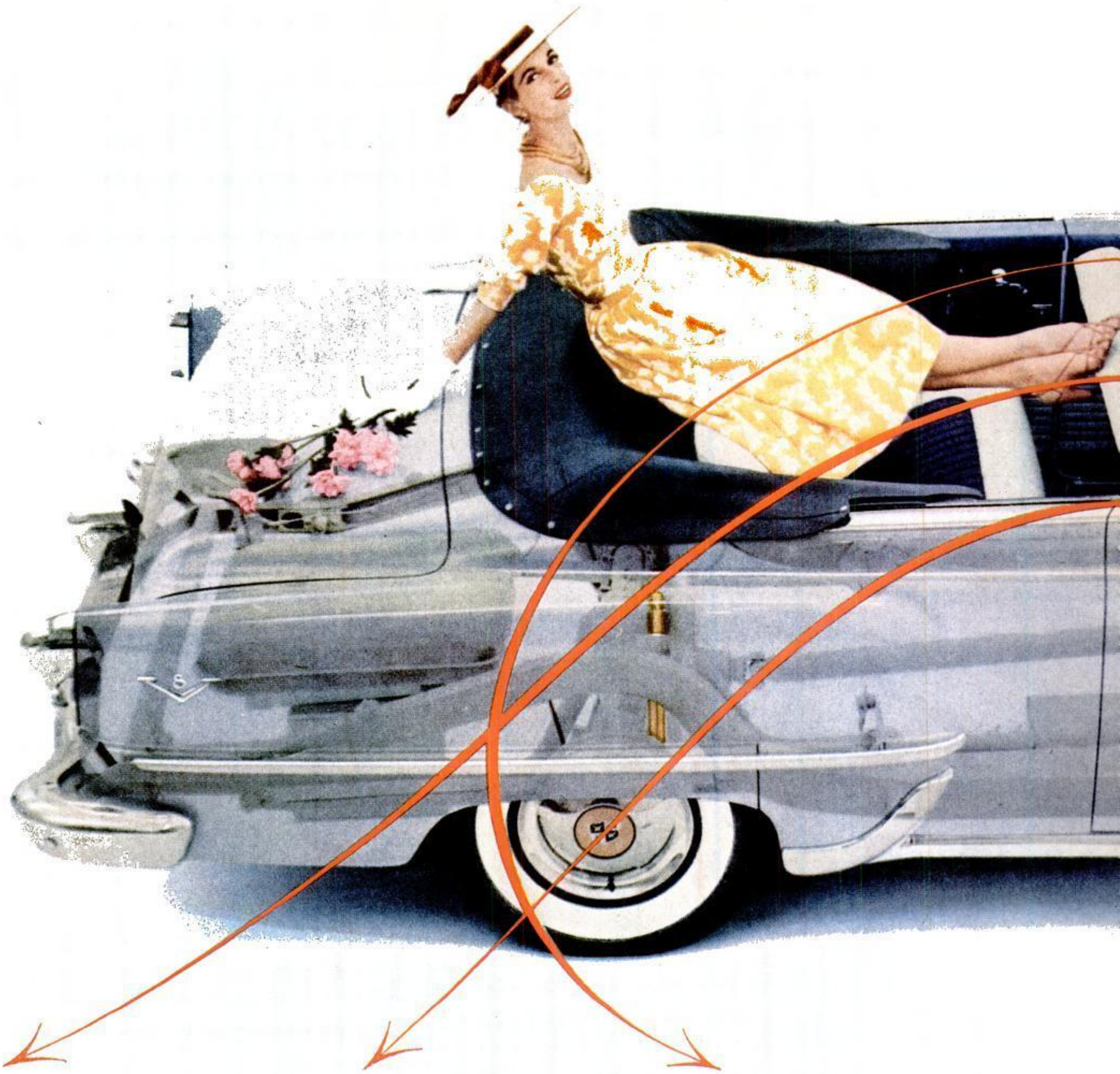
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THESE FRISKY LITTLE FELLOWS in the bowl don't talk very plain -- they're not even coherent. They don't say very much -- just three little words, "Snap! Crackle! Pop!" And they all chatter at once when you pour on milk or cream. You have to eat up before they shut up. But then you discover how good Kellogg's Rice Krispies are, and you forgive their chatter. No wonder Kellogg's Rice Krispies are the world's only talking cereal -- they've got crispness worth talking about.



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2 ***PowerFlite . . . The* Really *Automatic Drive.*** *Not just "no-clutch," but "no-fuss," too! The swift smoothie of all automatic transmissions!*

3 ***Full-Time Power Steering,*** not *just part-time. Always consistent road-feel, not changing ones. Not half old way and half new, but wholly new and wonderful!*

Your next car can bring you *more progress, excitement, and new value for your money than any you have ever owned.* And whatever price you pay, you will get the *most* progress, the *most* satisfaction only if it is a car from Chrysler Corporation. This is a statement we hope you will check, in person and thoroughly. *For it is the most important dollar fact* that *faces the 1954 car buyer.* No other cars are as *advanced* as these. No other cars offer anything like the same extent of actual built-in *extra values* at no extra cost. (Constant

Wonderful things keep coming your way from

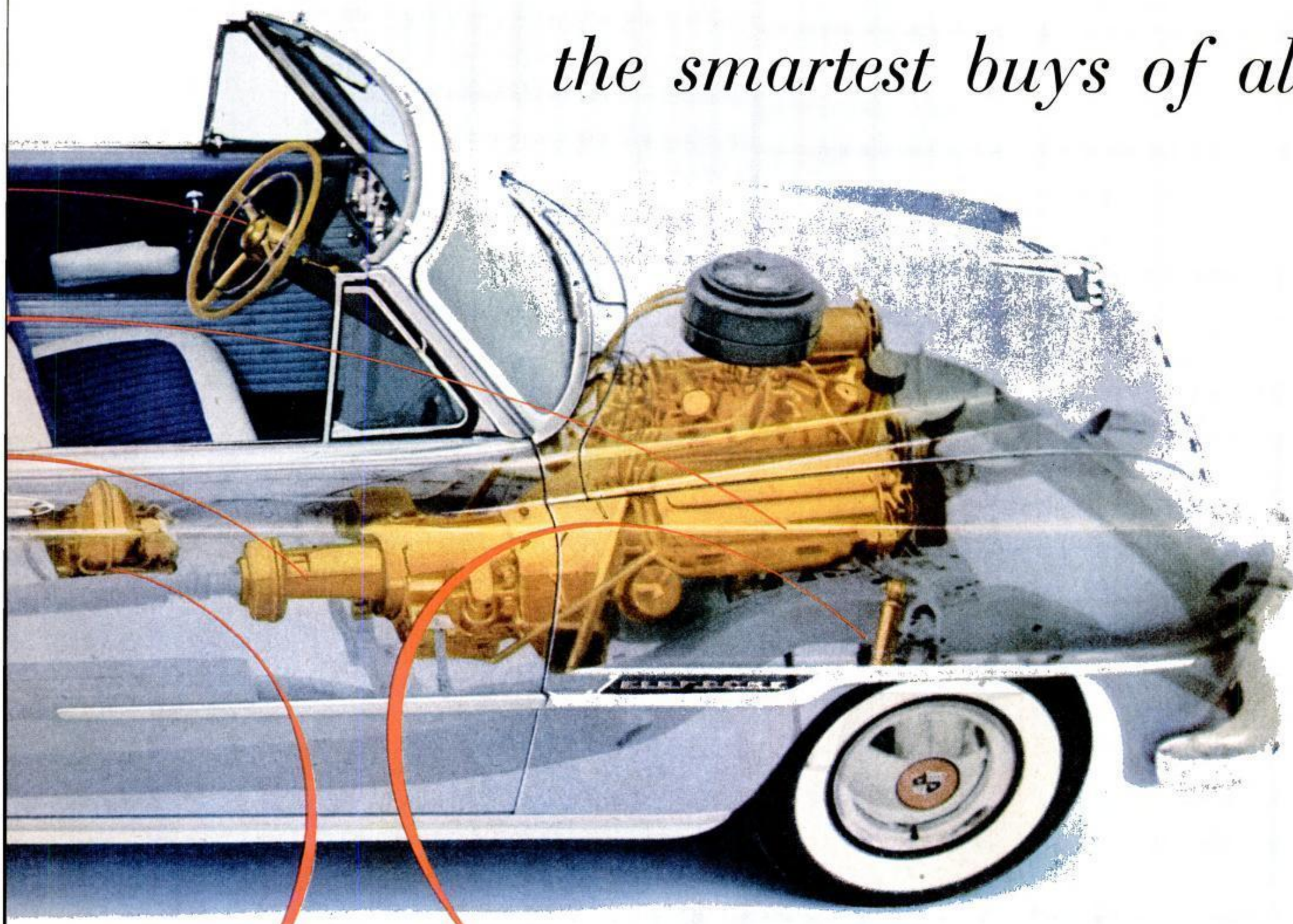
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the smartest buys of all!



4 **Safety *Power Brakes.*** *Another Chrysler Corporation first . . . an exclusive dual unit power braking system. A sweet driving and stopping treat for comfort and roadability!*

5 ***Oriflow . . . The True New*** **All-Road** ***Ride!*** *We invented a new type shock absorber to give you* for the first *time the full benefit of modern-ride-suspension whether on smooth road or on rough!*

speed power electric wipers on every car, to name one example among dozens of big buy features!) Chrysler Corporation engineering and tasteful styling have made these the *best* cars you can own. For the value in them, these are the *lowest-priced* cars you can own.

You can *discover this for yourself* in any Plymouth, Dodge, DeSoto, Chrysler or Imperial . . . the men who sell these cars are as eager to trade and to make your payments easy as anyone else in this competitive business . . . ***won't you come in soon?***

Drive Them!

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Your guests will all be praising you,
If you feature on your bill of fare—The...



Finest Beer Served...Anywhere!

What tastier way to bring out the lip-smacking flavor of your barbecue than with smooth, sociable, satisfying Pabst Blue Ribbon. Discover for yourself the *beer* that opens the door to a new kind of meal-time pleasure. From your very first glassful, Pabst Blue Ribbon is a rewarding experience, unequalled in beer drinking today.

What'll You Have?

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ON BOMBAY SIDEWALK PROFESSIONAL MEDICINE MAN DISPLAYS RESERPINE ROOT IN PORTABLE PHARMACY (JAR LOWER RIGHT), TAKES PATIENT'S PULSE

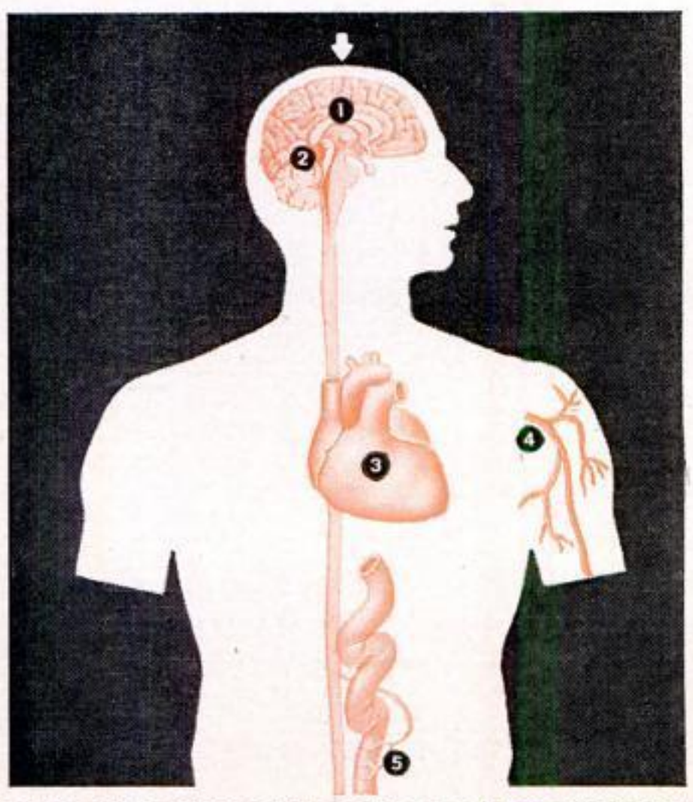
GOOD MEDICINE FROM MEDICINE MAN

New way to calm violent mental patients is found in an Indian root and a French synthetic chemical

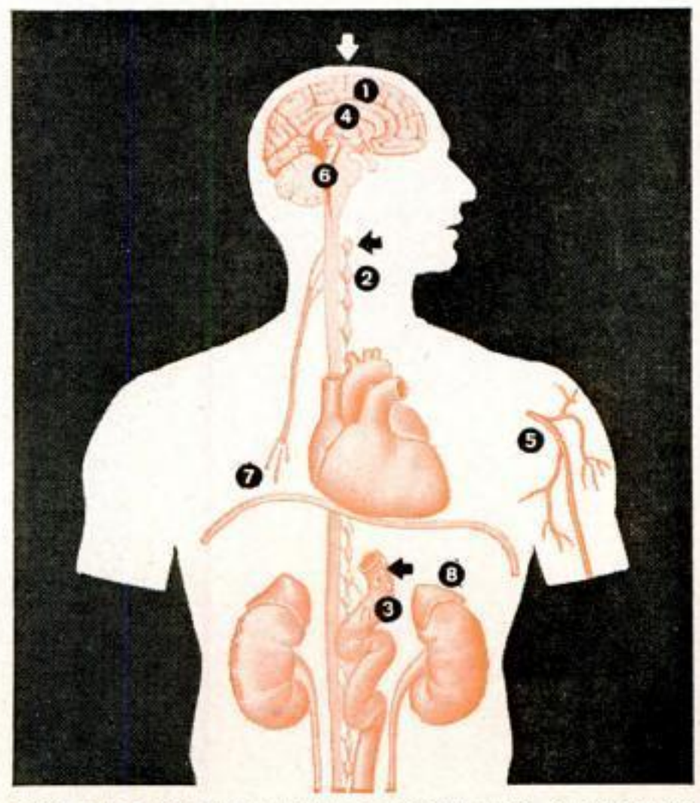
The serpentine roots of a wild plant which medicine men in India use as a cure-all are being shown to U.S. doctors this week at the A.M.A. convention in San Francisco as the source of a new drug that may revolutionize the care of the violently insane. This plant-produced drug, called reserpine, along with a different, synthetic drug from France called chlorpromazine, is giving experimental promise of being the best means for quieting extremely anxious, often wildly dangerous psychotics. They are the ones whose untiring gyrations and irrational yells make the acute wards of mental hospitals sound like bedlam. But after being given either drug, the patients are so calm they no longer need be tied down, so cooperative they no longer have to be force fed, so indifferent to anxieties which before were to them unbearable that they occasionally begin to gain an insight into some of the causes of these frustrations. Their condition seems to improve both as a result of the drugs' physiological action and of the patients' ability, while under the influence of the chemicals, to talk fairly sensibly to psychiatrists.

The way these two drugs may act is shown in these drawings. Reserpine (*drawing, left*) acts directly on the brain alone. It can calm without causing drowsiness by dulling areas that govern anxiety (1) while stimulating the sleep center so that the patient is aroused, not lulled (2). In addition to its psychiatric use, it lowers blood pressure (3), relaxes spasms in the walls of small blood vessels (4), and affects muscle tone in the intestines (5).

Chlorpromazine (*drawing, right*) acts directly on both the brain (1) and the two nerve systems (2,3) in the rest of the body. It retards impulses in zones that control anxiety, emotions, wakefulness and muscle activity. It also can help in surgery by lowering body temperature (4), can increase blood flow in limbs (5), help prevent nausea by soothing the brain's vomiting center (6), help stop hiccups by checking spasms of the diaphragm (7), and counteract blood-pressure-raising adrenaline (8). Chlorpromazine is more versatile and faster-acting than reserpine. Reserpine is milder, does not cause the dizziness or jaundice occasionally associated with chlorpromazine.



RESERPINE DULLS ONE CONTROL CENTER (ARROW)



CHLORPROMAZINE DULLS 3 CENTERS (ARROWS)

CONTINUED ON PAGE 103

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In Next Week's Issue of LIFE



AS an Independence Day special next week, LIFE's editors will bring you a 12-page portfolio of British Cartoonist Rowland Emett's impressions of the U.S. entitled "An Answer to Yorktown." But before you lose yourself in Mr. Emett's work, we thought you might like to meet the man.

Here is Rowland Emett, a youngish chap who is considered by most readers of *Punch* to be the funniest person in the world. His reputation springs largely from his drawings of 1) railroads, 2) his own marvelous inventions and 3) ordinary situations which most mortals are too busy or too witless to find funny.

Shown with Mr. Emett is one of his newer inventions: a Walking Stick for a Transcontinental Journey. This gadget was inspired by the recent 8,000-mile, five-month junket Mr. Emett made around the United States to see for himself the sights he was commissioned to paint for LIFE's readers. It is also a clue as to *how* Mr. Emett sees things and a hint of the good-humored surprises in store for you next week.

The sketch pad, paint brush and pencil directly under the parasol are obviously an artist's basic requisites for such a trip. The toothbrush is a good piece of equipment to have along on any junket, anywhere. But we are somewhat surprised that this visitor considered a crystal radio set and ticker-tape machine essential to the U.S. standard of living, and we are delighted that he so quickly adopted those two old American habits: chewing gum and ice water. Probably the most touching tools are the arrow for defense (which he didn't have to use on his U.S. trip) and the beads for establishing relations with friendly Indians (which he did successfully).

Engaging as his invention is, it cannot rival the detailed and discerningly humorous paintings and drawings in which Emett expresses next week his interpretation of the American scene, from New York's Third Avenue to Hollywood, from Niagara Falls to the Texas oil lands. Accompanying the illustrations will be Emett's own captions. We hope both his words and pictures will add to your leisurely enjoyment of the Fourth of July weekend.

ANDREW HEISKELL, *Publisher*



Tomatoes 'n peppers
pickles 'n spice,
Simmered together
'n blended just nice.
Soon as you taste it
You'll love it because
it's the

real home-made kind!



Bennett's Chili Sauce



M-mm! mouth-watering flavor-magic on meats, poultry, sea food . . . and in cookery too!

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say Bennett's is as good as any "home-made" chili sauce you've tasted. If not—send us the neck-label and we'll return retail price plus your postage.

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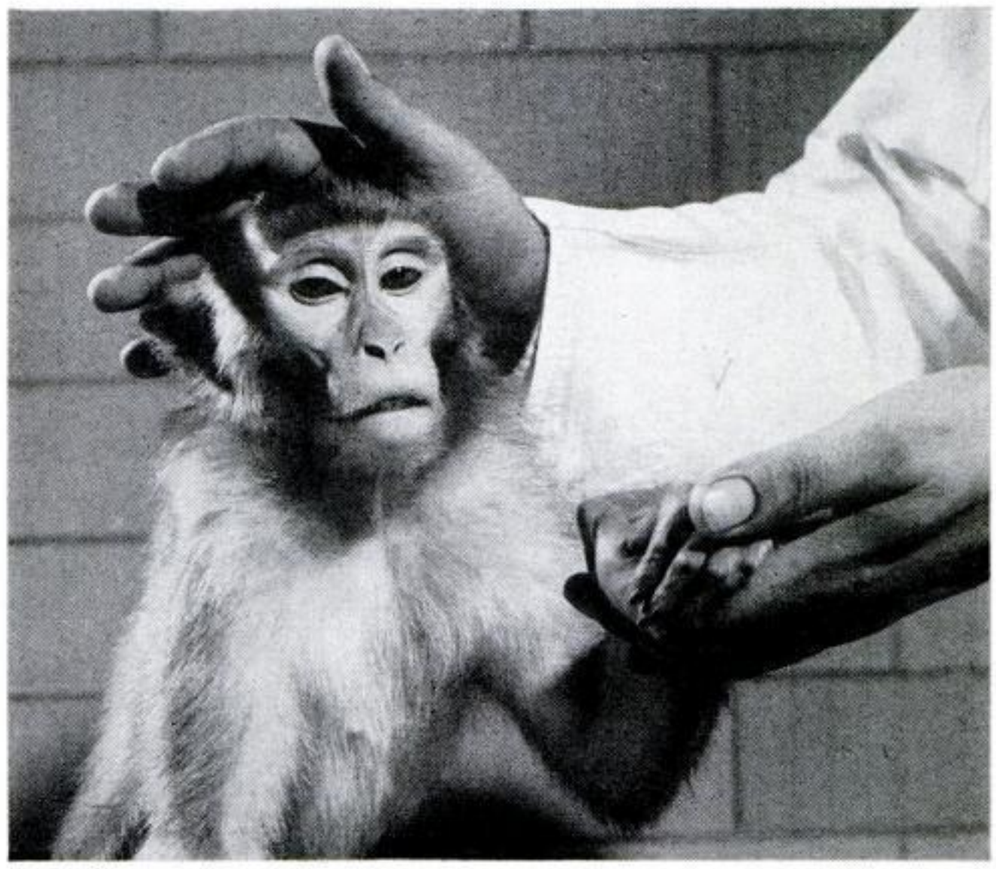
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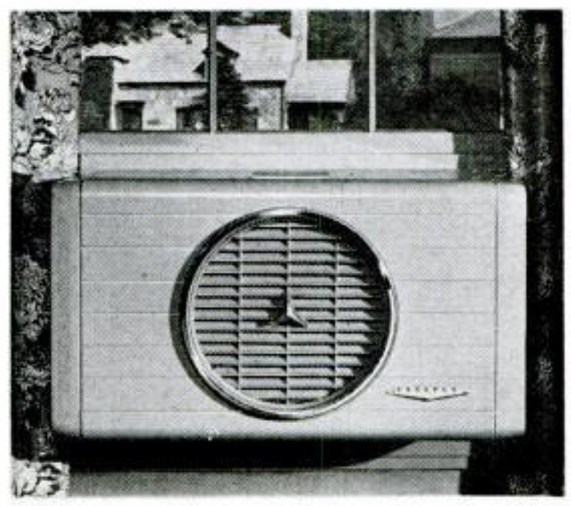


WILD MONKEY IS QUIETED BY RESERPINE

At Ciba Pharmaceutical Products Inc., where purified drug is made from Indian roots, the drug's reactions are studied in wild monkeys so vicious they must be chained and will bite through glove when handled (*top picture*). Reserpine makes monkey so quiescent it can be unchained, lets itself be petted (*middle*). Yet it does not fall asleep or lose muscle coordination as it would if given barbiturates ordinarily administered to calm violent mental patients. Instead it stays awake and its arms can support its weight (*bottom*). In humans, the drug can calm many neurotics and tense executives as well as psychotics.

CONTINUED ON NEXT PAGE

MOST POWERFUL ROOM AIR CONDITIONER†



The 1954 Fedders is beautiful *outside* ...powerful *inside,* proved in tests more powerful than many other room air conditioners! Fedders exclusive V-type evaporators give you 33% more cooling area...greater reserve capacity for hot, muggy days. Greater filtering and air-cleaning area. And you get greater dehumidifying power, too. Be sure you look "under the hood" when you buy a room air conditioner. Look at powerful Fedders!

FEDDERS gives you PUSH BUTTON WEATHER



Fedders makes *you* the boss of all this cooling power. Exclusive Built-In Weather Bureau gives you the cool, clean weather you want at the touch of a button. Lets you ventilate, whisk away stale, smoky air . . . both independently of cooling. Rotatable Grille sends air in any direction. Exclusive new Reverse Cycle Heat Pump* switches from cool to heat to cool *automatically* to maintain the temperature you set. See Fedders in action — best engineered room air conditioner on the market. Also sold throughout Canada.

**Extra cost on 3/4-ton Deluxe and 1-ton Window Models.*
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NOW REMOVE DANDRUFF... BRIGHTEN YOUR HAIR UP TO 35%

with the very first shampooing!



A SINGLE SHAMPOOING with new milder Fitch Dandruff Remover Shampoo will brighten your hair up to 35% ...remove loose dandruff and recondition hair at the same time.



FOR CLEANER SCALP, dandruff-free hair, use Fitch Dandruff Remover Shampoo. The only shampoo *guaranteed* to remove ugly dandruff with just *one* lathering or money back.

Only FITCH guarantees cleaner, brighter hair... free of ugly dandruff!

Think of it! Scientific "Reflectance" tests prove new milder Fitch Dandruff Remover Shampoo brightens hair up to 35%! Yes, brightens hair up to 35%—and it's guaranteed to remove every trace of dandruff too, with just *one* lathering or your money back!

Most amazing, new milder Fitch is so gentle, it's wonderful for baby's hair! So, if you have only used Fitch when you really wanted to get your hair clean—if you thought it was too harsh and strong to use regularly—listen! New milder Fitch is so gentle, so free of bite and sting, you can use it *every* single time you wash your hair!

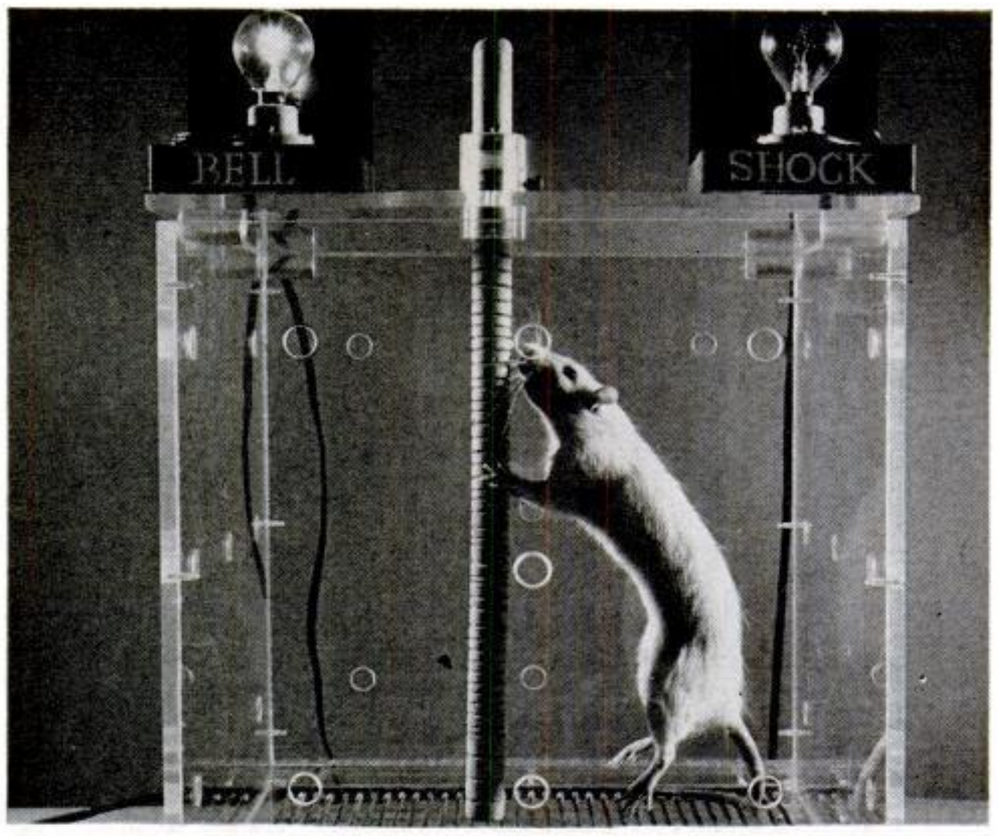
Reconditions too!

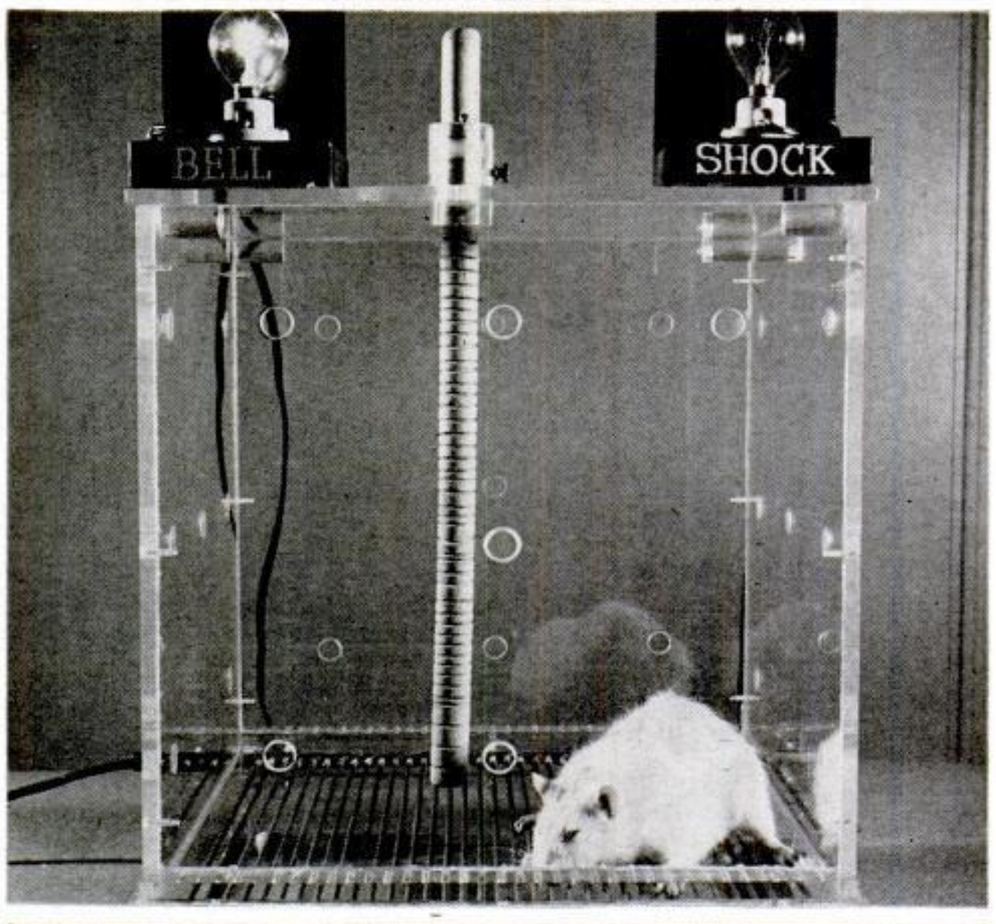
What's more, its remarkable reconditioning action leaves hair softer, easier to manage, inclined to wave.

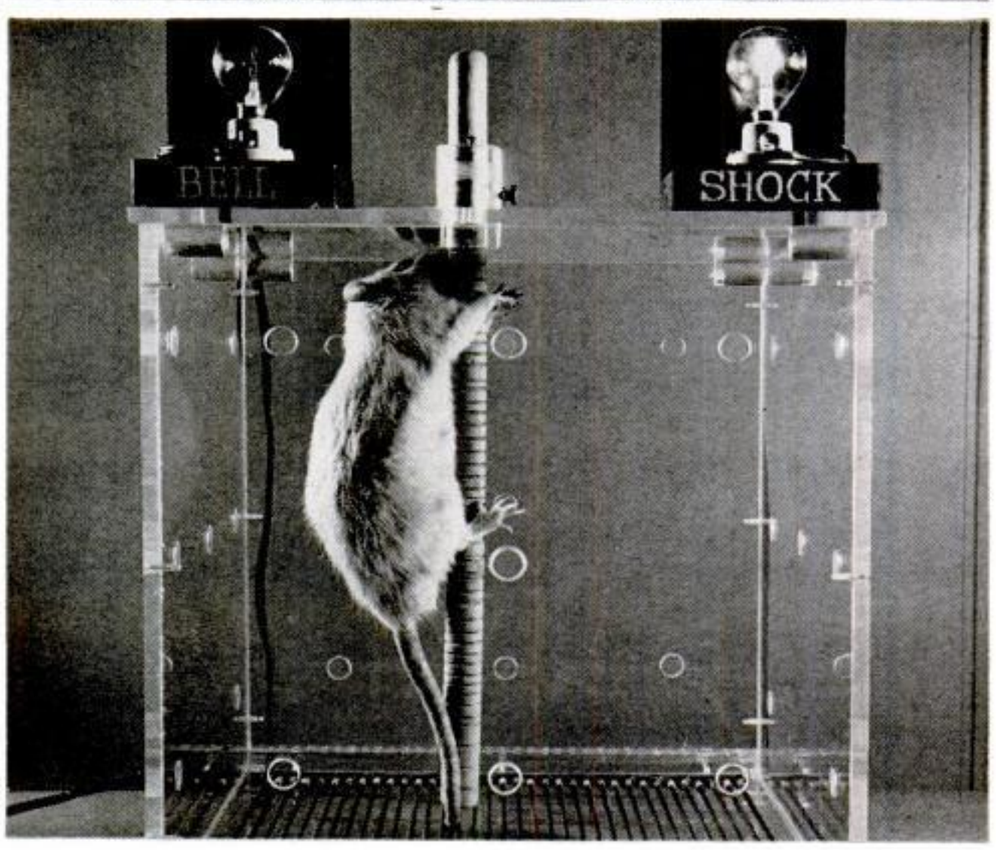
Get a bottle of this new milder Fitch Dandruff Remover Shampoo. If you're not delighted with how it brightens your hair up to 35%—how it removes loose dandruff too, in just one lathering—return unused portion for full refund from manufacturer.

Also ask for a Fitch shampoo at any Barber or Beauty Shop.

IMPROVE HAIR LOOKS
or money back!







ANXIOUS RAT IS SOOTHED BY CHLORPROMAZINE

Mental patients often get violent when they falsely associate a person or sound with pain or danger. At Smith, Kline & French Laboratories a rat was conditioned to associate the sound of a bell with painful electric shock to see if chlorpromazine would block the strange association. Every time the bell in the cage rang, an electric shock was sent through grating underfoot and the rat leaped. Soon the rat jumped only when bell rang, without shock (*top picture*). When drug was given, conditioned reflex was blocked and rat ignored bell (*middle*) when it was rung without shock. But when shocked (*bottom*), rat still leaped, showing drug had not caused it to lose physical faculties.

you never know when ACID INDIGESTION will strike

In the movies—at a game—driving a car—or when you're trying to sleep . . . acid indigestion may strike. But no need to *suffer* with wonderful little Tums handy. Eat them like candy. Acid indigestion, heartburn go fast.

TUMS



STILL ONLY 10¢ A ROLL

✓ try Tums after breakfast

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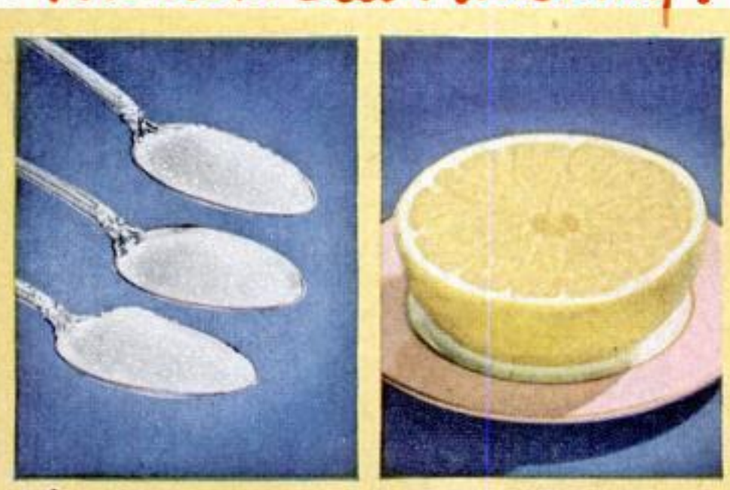
Hmm...Sugar in your tea? Funny way to take off weight!

But, dear...Sugar in your tea all day long gives you fewer calories than your half grapefruit!



It's smart to stay slim and trim and get Domino's "Energy Lift" too!

Which is Less Fattening?



Yes, 3 teaspoons of Domino Sugar contain fewer calories than ½ medium grapefruit!

Generous amounts of Domino Sugar, used in your favorite foods and beverages, contain fewer calories than many foods regularly included in reducing diets!

So don't deprive yourself of the quick "energy lift" Domino Sugar gives you—don't deny yourself the *extra flavor* Domino adds to your daily meals!

Nutritionists say that no single food is fattening unless you take in more calories than your body uses up.

Just as Grapefruit is famous for its health values—in a well-balanced diet, Domino Sugar helps supply the quick food-energy you need every day for pep and vitality. Insist on Domino, because only *one* sugar is Domino pure!



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Cream or Lotion

Yes, Eleanor Parker uses Lustre-Creme Shampoo. It's the favorite beauty shampoo of 4 out of 5 top Hollywood movie stars!

It never dries your hair! Lustre-Creme Shampoo is blessed with lanolin . . . foams into instant, rich lather, even in hardest water . . . leaves hair wonderfully easy to manage.

It beautifies! For star-bright, satin-soft, fragrantly clean hair—without special after-rinses—choose the shampoo of America's most glamorous women. Use the favorite of Hollywood movie stars—Lustre-Creme Shampoo.

Never Dries— it Beautifies!



Eleanor Parker

co-starring in

VALLEY OF THE KINGS

An M-G-M Production. In Color

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The Little League



IN KINDERGARTEN CLASSROOM PLAYERS TRY ON NEW UNIFORMS AS DICK WILLIAMS (CENTER) AND OTHERS ANXIOUSLY AWAIT MISSING PARTS OF OUTFITS

SUPERVISED YOUNGSTERS FIND HAPPY COMPETITION IN BASEBALL

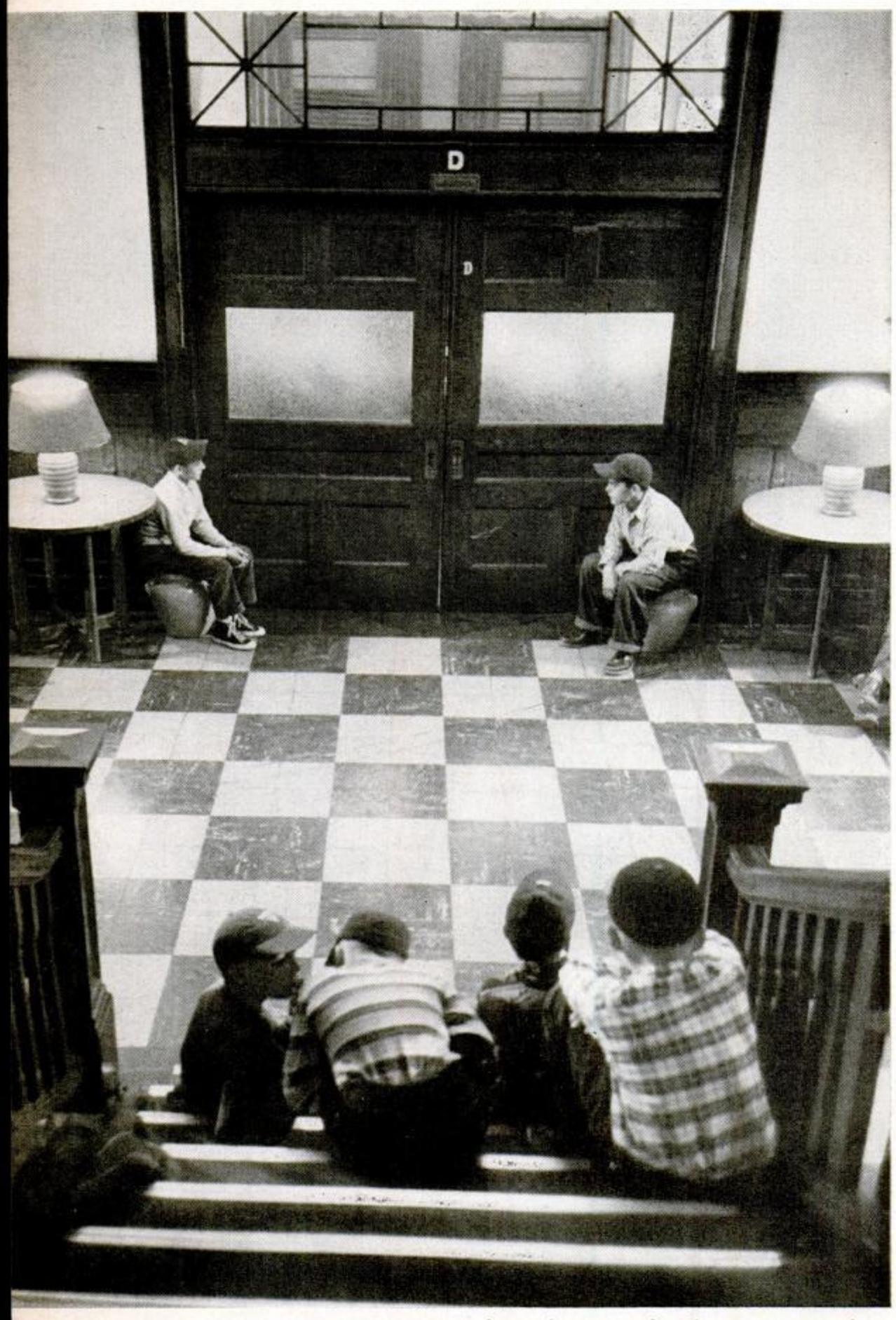
PHOTOGRAPHED FOR LIFE BY YALE JOEL

The Lilliputian world of baseball, where little players play on little fields in Little League games, has become one of the biggest things in the sport. This summer a half million determined kids will play in 3,500 leagues in 47 states (South Dakota is Little Leagueless) and in Alaska, Hawaii, the Philippines, Cuba, Canada, Panama, Puerto Rico and even South Korea. By the time the Little Leaguers wind up their 1954 world series in Williamsport, Pa. in August, more spectators will have attended their games than will see the major league teams all season.

In Manchester, N.H., where the pictures on these pages were taken, youngsters getting into the Little League run head on into the world of competition. Each step—matching skills with other kids to make a squad, vying to make the starting lineup, playing against other teams —brought aches to the losers and joys to the winners. Little League critics have charged that the small-fry athletes are not mature enough emotionally to stand the excitement of these tense situations. But in Manchester the program has shown that intelligent adult supervision of all phases of the competition eliminates the problem. The coaches and parents alike avoid overemphasis. As a result, despite all the tension and the disappointments, the youngsters showed no tendency to crack under any strain. Instead they seemed to thrive on competition, growing more poised, more relaxed and more confident as they went along.

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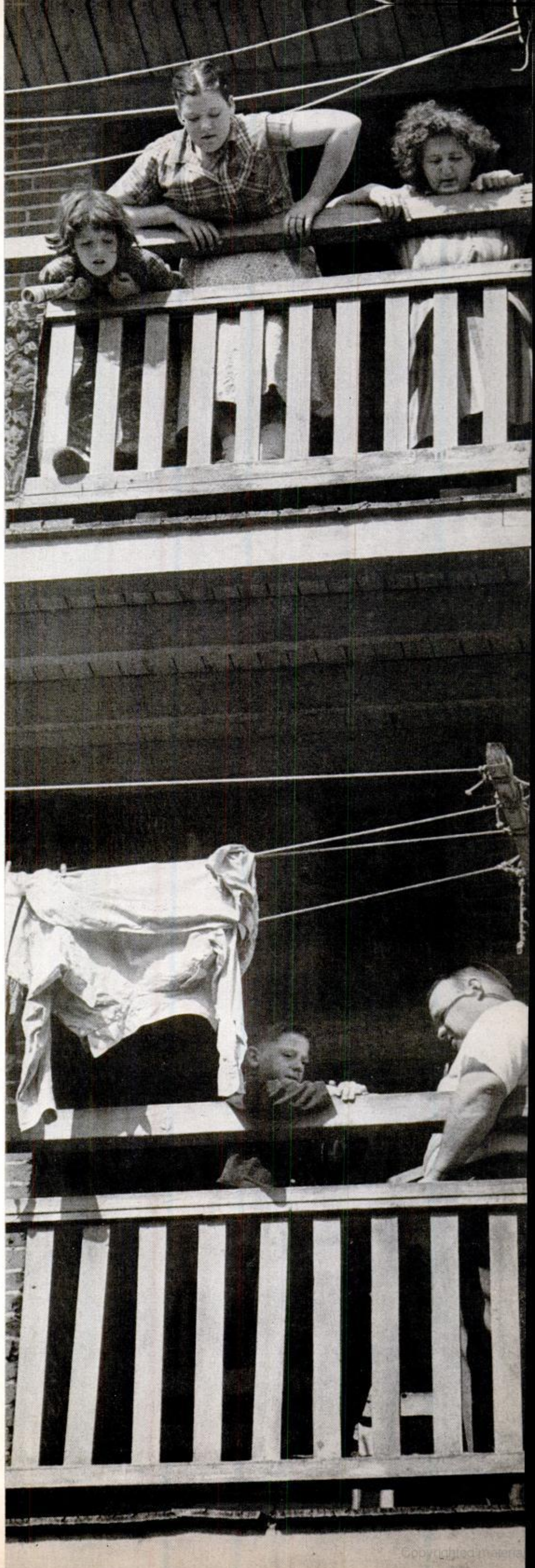
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AWAITING THEIR FATE, six boys who survived preliminary tryouts keep vigil outside meeting room in YMCA while league coaches inside bid for them.



PICKING THE PLAYERS after auction, coaches draw numbers for turns to select boys left in players pool. In all about 30 of 50 names on list are picked.



Players' Auction, Then the Crew Cuts

Choosing players for Little League teams is a process prescribed in detail by Little League rules which try to give every boy a chance to make a team and each coach a fair crack at the available talent. As soon after April 15 as weather permits, tryouts are held. Coaches of all four teams in the league watch every move made by every player, jot down the names of preferred prospects. Then the names of all of these prospects are put on a list and a players' auction takes place. Each coach is allotted 10,000 points which he uses to bid for players. Bidding is spirited, and this spring one coach bid 4,350 points for a slugging outfielder. Once points are used up, coaches take turns selecting remaining players from the prospect list. Coaches, who eventually have to get their squads down to 15 players, are restricted by age rules since each team can have no more than five 12-year-olds and must have at least five players 10 or under. One rule most stringently enforced is that players are never to learn whether they were bought at auction for a king's ransom in points or just picked up from among the leftover names in the players' pool.



DELIGHTED CHOICE, Eddie Thompson gets the word from Coach Crowley he made team as his father looks on.



DEPRESSED CHOICE, Lionel Dearborn tells coach he cannot play, must help mother (*upstairs*) care for sisters.

FIRST STEP in coach's program to develop team spirit is to have all players on Boys' Club team get a brush cut.

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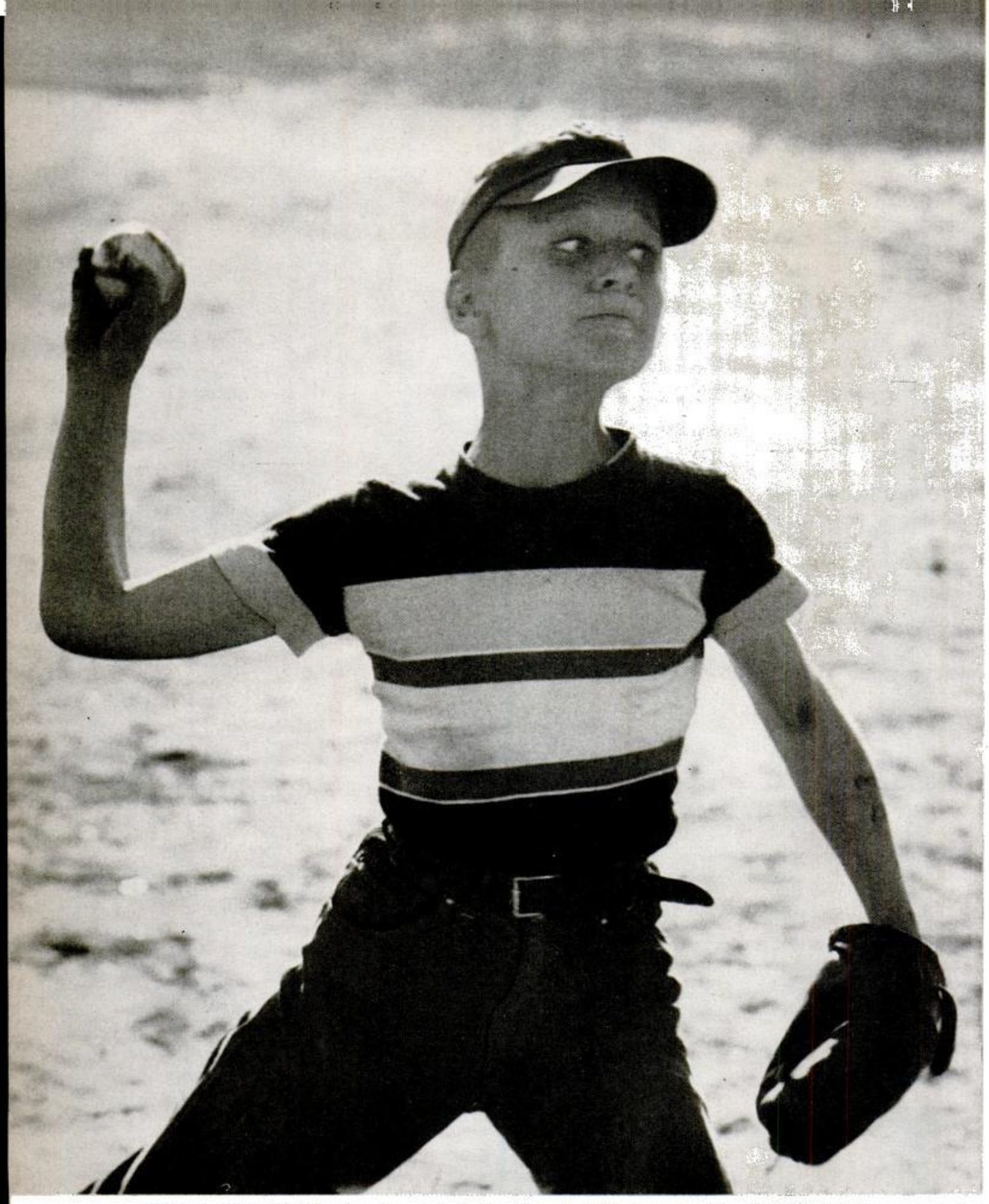


BIG STRETCH doesn't get hustling Ed Thompson high enough for the ball, does bare his middle.

From Raw Start

Although other Little League teams in Manchester practiced only twice a week, Boys' Club coach Bob Crowley, the club's program director, ordered daily drills, rain or shine, put his squad through calisthenics, had them run a quarter mile, taught such big league techniques as the fadeaway slide and hitting to the opposite field. An enlightened taskmaster, he seasoned tough drills with warm encouragement.

As basic rules, he gave out the following orders and advice: 1) Fishing is not an excuse for missing practice. 2) There must be plenty



TRYING OUT, Art Doukas showed he had pretty good stuff as a pitcher, but because he is a reliable hitter he was put in right field. All players are tested at all positions before the beginning of the season.

TEACHING TEAM TO SLIDE, 240-POUND BOB CROWLEY EMPHASIZES STAYING CLOSE TO GROUND SO OPPONENT WILL HAVE TO STRETCH TO MAKE THE PUT-OUT



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QUICK FLIP pushes Lenny Johnston's mask off, spins him around fast after a high foul. He caught it.

to Bigtime Look

of hustle at all times. 3) Be the umpire's best friend and his decisions will rarely be bad. 4) Don't ride kids who make errors, encourage them. 5) Don't alibi for errors. 6) Don't fraternize with opponents; it encourages them. 7) Don't get rabbit ears and take advice from spectators, uncles or fathers. 8) Eat well. 9) Be in bed by 8:30 each night—no late television. 10) Uniforms can be worn only on game days. For boys who were so proud of their uniforms that they wanted to wear them all day every day, the hardest of all rules to obey was No. 10.

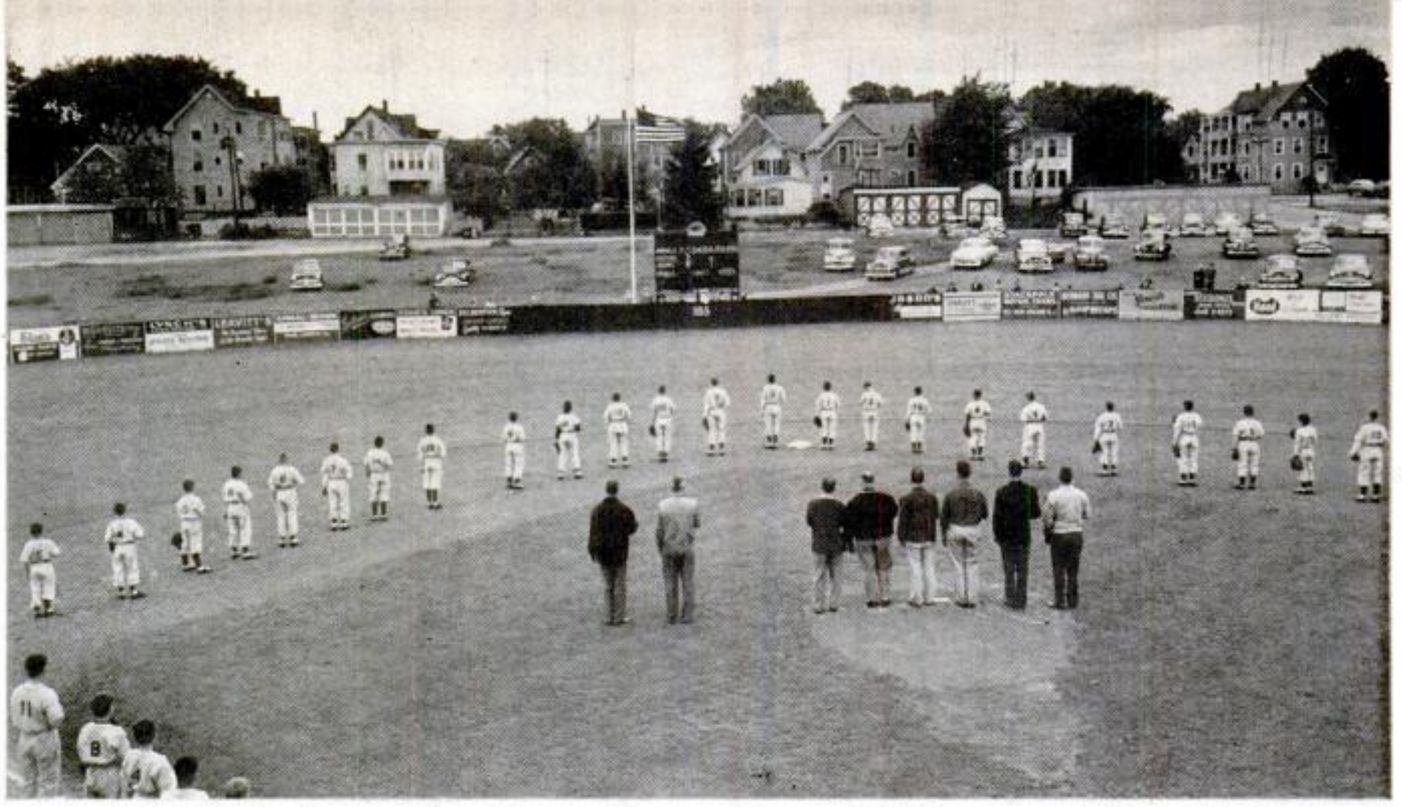


WARMING UP, Johnny Peacock, regular catcher who also pitches, loosens arm before game. Team needs five pitchers as Little Leaguers cannot hurl on two straight days or more than six innings a week.

BOYS' CLUB'S SPARKY KENYON GETS TO SECOND IN GAME WHICH GIVES HIM CHANCE TO SHOW SKILLS LEARNED IN PRACTICE AND ALSO TO WEAR HIS UNIFORM

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BEFORE GAME the players and coaches stand at attention and face flag during national anthem. Little League field is patterned after major league stadium but in almost every detail is one third smaller.

All in a Game: Setback and Success

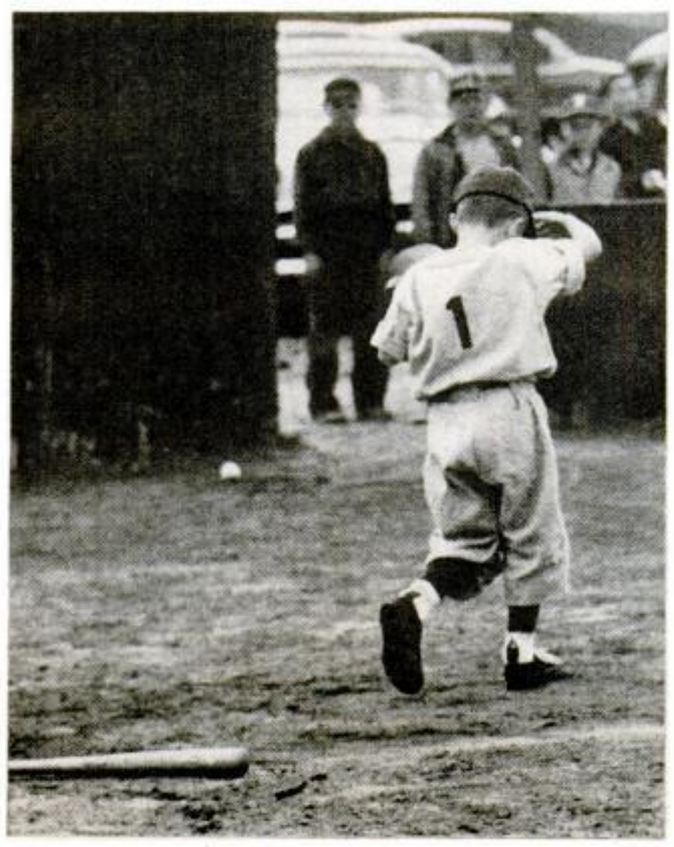
First opponent of the year for the Boys' Club was a team sponsored by Manchester banks and called the Banks. The opening game produced enough excitement for a full season. In the brief span of six innings the lead changed four times. Up for their last turn at bat the Boys' Club was behind 8–6. They tied the score and, with bases loaded, the coach called as pinch hitter his tiniest player and hence the hardest to pitch to. When Eddie Thompson failed to get his walk (*left*), he learned something about competition: how to stand up to failure. Moments later, when Steve Phaup's single won the game, Steve and teammates faced a happier but harder situation that comes with competition: how to cope with success.



CALLED ON to pinch hit with score tied, bases loaded, Eddie Thompson is ordered, "Get a walk."



CALLED OUT after taking a third strike, Eddie looks back in disbelief as the umpire makes his sign.



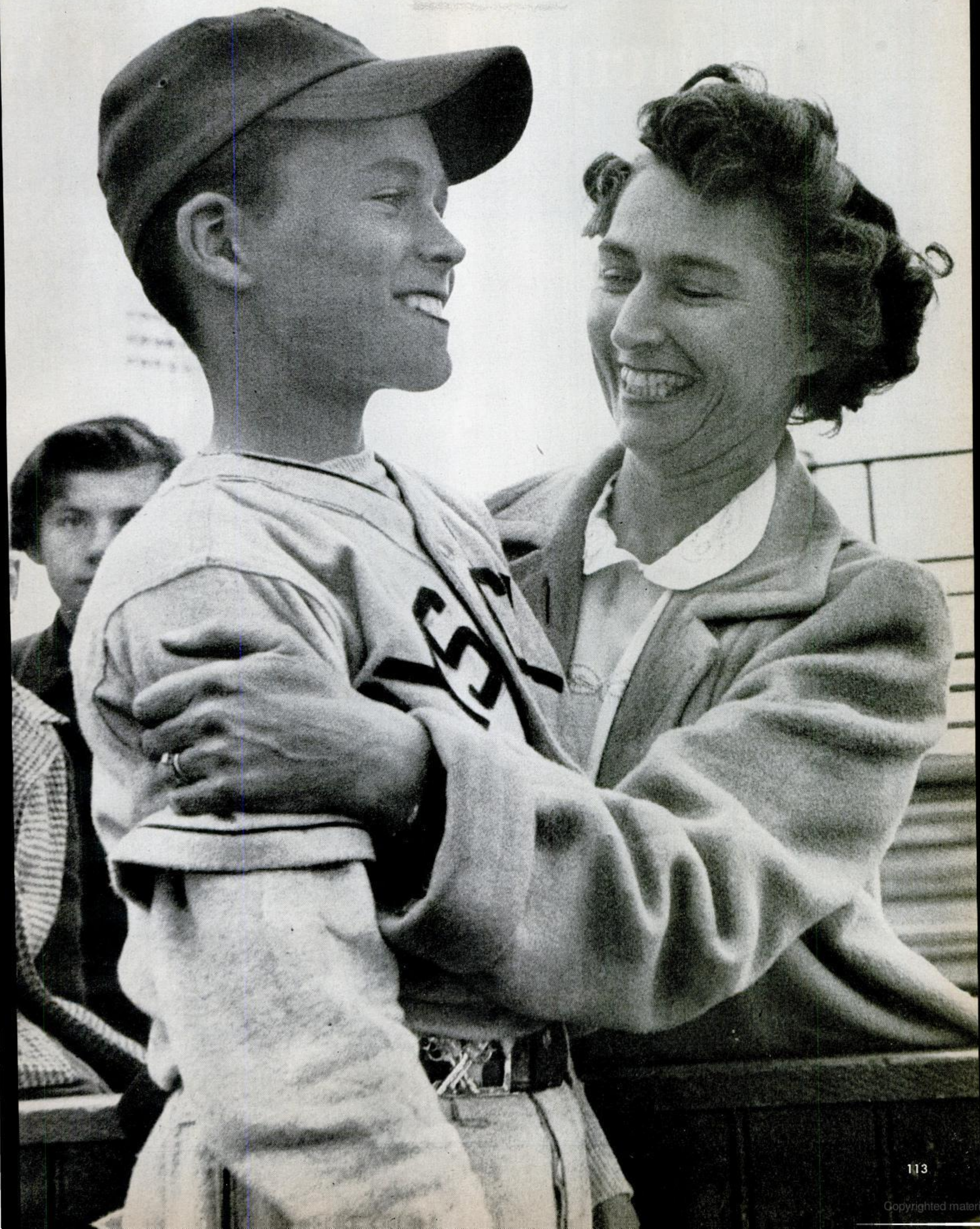
GOING BACK, Eddie trudges dejectedly toward dugout where teammates consoled, "Nice try, Ed."



HOISTED, Steve ("Twinkletoes") Phaup enjoys a hero's ride after driving in the game-winning run.

HUGGED by proud mother, John Peacock glows in triumph moments after scoring the winning run. →

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And all this is extra—*a tremendous plus*. It comes to you in addition to the relaxing steadiness and security of Pontiac's long-wheelbase roadability . . . the exciting surge

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It's a lot of car, this distinguished Silver Streak—*the biggest, finest and most thoroughly proved automobile ever available at a price near the lowest!* And even that price shrinks amazingly when you figure all three cost factors—trade-in allowance, running expense, and resale worth. Thanks to a ready, steady market for our Goodwill Used Cars, we can arrange a very liberal deal. Thanks to used-car buyers' natural preference for long-lived Pontiacs, you can count on a top return when you trade again. Meanwhile Pontiac's unrivalled reliability considerably cuts your cost per mile. Come in for the facts—today!

DOLLAR FOR DOLLAR YOU CAN'T BEAT A

PONTIAC

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THE TWO FACES

Police records revealed here for first time label Communist China's premier a fugitive from murder charge as he was rising in ranks of Communist party



GRIM CHOU appears in photograph the Shanghai police used in 1931 in their "wanted" notices for him. He was then an officer in Chinese Communist party.



EVIDENCE OF HIS CRIME included police picture of Shanghai houses where seven bodies were found. Confessed accomplice said boss of assassins was Chou.

THE Geneva conference brought Chou En-lai, Red China's premier and foreign minister, into full view of the Western world as a master politician and a suave negotiator with a keen instinct for exploiting potential cleavages among the anti-Communist nations (*opposite page*). At about the same time some aging documents made available to LIFE revealed him as a political thug and professional assassin.

Chou En-lai's urbane facade has been fooling people for some 20 years. In the middle '30s journalists who sought him hidden out in the caves of Yenan, the Communist headquarters, were impressed by a bearded man, with an $80,000 price on his head, who spoke excellent English and French and who seemed a "reasonable" Communist. In the days following World War II, when the tragedy of China was sealed in Yenan and Chungking, Chou's charm beguiled many Americans who had conditioned themselves to believe the Chinese Reds were harmless agrarian reformers. Even General Marshall, anything but a Communist sympathizer, thought Chou a man of his word. There were rumors that Chou had killed men with his own hands but, says a U.S. newsman who knew him then in Chungking, "One could only suspect by the chilling glint in his eye that they were true."

The rumors were true. The evidence, in the form of Shanghai police records nearly 23 years old, has never before been published. Vouched for by sources LIFE considers absolutely trustworthy, the documents name Chou as the man responsible for a spectacularly gruesome mass murder which in 1931 wiped out the entire family of a political enemy.

The political enemy was a man named Koo Cheng Chang. A member of the central committee of the Chinese Communist party and head of the Chinese G.P.U., Koo went over to the Nationalist government in April 1931. He talked, and as a result, the Nationalists arrested a number of important Communists, including the party's secretary-general who was executed on June 23, 1931. Shortly thereafter Koo's wife, eight relatives and the family cook disappeared.

On Sept. 28, 1931 a man named Wong Lau Deu Ts was arrested by Shanghai police of the International Settlement and turned over to the Nationalists. Wong revealed that he was one of a party of Communist assassins who had murdered Koo's relatives by strangulation. The executions, said Wong, were ordered by the party's new secretary-general, who was also in charge of the assassination gang. French police records of Shanghai's International Settlement spell the boss assassin's name Chow Heng Lai; British records call him Tseu Ong Lai and Chow Ong Lai. The date, the circumstances and a photograph (*above, left*) attached to the British police dossier leave no doubt that this is the man Western diplomats now know as Chou En-lai.

Wong kept talking. The final report of the Shanghai municipal police (British), dated Jan. 22, 1932, reviews the case and says:

"Wong Lau Deu Ts further stated that the bodies of the Koo family were buried at Nos. 33 and 37 Rue Prosper Paris, No. 6 Wuting Road, whilst other traitors to the C.P. cause were murdered and buried at No. 91A Sinza Road.

"Between November 21st and 28th 1931 seven bodies were exhumed at Rue Prosper Paris, four at Wuting Road and five at Sinza Road making a total of sixteen. Full particulars in connection with all the murders will be found in attached statements. . . ."

The five Sinza Road murders had taken place earlier, sometime in 1930, and Chou En-lai may or may not have been involved. But the 11 murders to which he was definitely linked were horrible enough. A British police report describes a visit, following Wong's direction, to No. 6 Wuting Road, a property rented by Wong at the time of the murders. The report says:

"Immediately after arrival work was started on digging up the garden which is situated to the south of the house. . . . At about 11 a.m. a slab of cement about 6 feet in length, 2 feet 6 inches in width and 1½ inches thick was unearthed under about 8 inches of soil near the south wall of the garden, running lengthwise. This slab of cement

CONTINUED ON PAGE 118

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OF CHOU EN-LAI

As the Chinese boss in Geneva he luxuriates in heady air of power politics and hothouse flowers while leading the unwary up diplomacy's garden path

by GODFREY BLUNDEN

GENEVA

TO Le Breuil, the famous horticultural house on the shores of Lac Leman, came two Chinese gentlemen dressed in black. On their small, delicate feet they trod among the exotic hothouse flowers for which Geneva is celebrated, pausing to examine a shell pink azalea, a miniature rhododendron, a cyclamen, sky-blue hydrangeas, an orchid. Conferring gravely together, they indicated their purchases. There was just one point they wanted to be sure about. Before delivery the plants must be examined by another Chinese gentleman. But naturally, messieurs, answered the nurseryman.

A few hours later the astonished nurseryman saw plants neatly lifted out of their earthenware pots and small Oriental fingers probe root and stem. Did the Chinese gentleman doubt the quality of the plants? Not at all. It was not bugs but bombs they were looking for. The flowers were for the private conservatory of M. Chou En-lai, premier and foreign minister of the Chinese People's Republic who was due in Geneva to play his first public role on the stage of world diplomacy at the conference on Korea and Indochina.

Though the advent of Chou at Geneva had a delicate hothouse flavor, Western representatives soon discovered that he was as brutal a negotiator as his Russian mentors. In forcing a breakdown of negotiations on Korean peace terms, he was second in importance only to the Soviet Union's Molotov. In the exasperating discussions for an armistice in Indochina he has been the No. 1 man on the Communist team. When the Indochinese talks appeared headed for deadlock last week, it was Chou who revived them with a proposal that the West felt obliged to study and therefore prolong the conference.

The preparations for housing Chou at Geneva presaged the importance of the role in which he had cast himself. And it showed how far he had come since he was the boss of a Communist assassination gang in Shanghai in 1931 (*opposite page*). This April, from the Red Chinese legation in Berne—Switzerland is one of seven Western European countries that recognize the Mao regime—four Chinese traveled to Geneva to look for a house. They made the circuit of the summer rentals until they came to Le Grand Montfleuri, a dignified 18th Century mansion owned by Jacques Salmanowitz, head of a big international grain business. Grand Montfleuri is on the bank of Lac Leman, less than 10 miles from the Palais des Nations, onetime headquarters of the defunct League of Nations, which had been selected for the meeting place of the conferences on Korea and Indochina. The Chinese liked the look of Montfleuri. It has 21 rooms, five bathrooms, a conservatory, terraces, and it stands in a 27-acre park with a small wood, a hayfield, vegetable gardens, a greenhouse and lodges at its gates. Multimillionaire Salmanowitz was reluctant to let his house to Communists, but the Swiss foreign office pressured him. The rental price for six months: 20,000 Swiss francs ($4,600).

The first thing the Chinese did was to go over the district in which Montfleuri stands. One by one they checked off their neighbors with the Swiss police, noting their names and inquiring about their social status. In a corner of the Montfleuri estate they found the humble cottage of Gardener Jules Marandaz. Stubborn Jules, maintaining that he was part of the deal, refused to move out. The Chinese argued. Finally they bought Jules's pigs and chickens and vegetables, agreed to pay his salary for the entire period of occupancy and decorated an apartment for him at Versoix, just outside Geneva.

A onetime residence of famed French statesman Chateaubriand, Grand Montfleuri had stood empty for several years. Wallpaper was stripped off and walls were replastered. An extra bathroom was put in and the house was repainted. Cost: 200,000 Swiss francs ($46,000). Then a Chinese spotted a couple of flies on the ceiling and quickly called up the Geneva Hygiene Service. The whole house was fumigated.

Curious about what was going on in his house, owner Salmanowitz paid a visit to Montfleuri. He was ordered off the grounds. To repulse other intruders barbed wire was flung around the estate, though that was later removed. A 20-man Swiss army guard, spaced at intervals of

CONTINUED ON NEXT PAGE



AFFABLE CHOU, appearing at Geneva by way of Moscow, as premier of Red China and head of its delegation, smiles at the crowd that has come to greet him.



EVIDENCE OF HIS EMINENCE is this sumptuous villa at Geneva which Premier and Foreign Minister Chou took over as headquarters during conference.

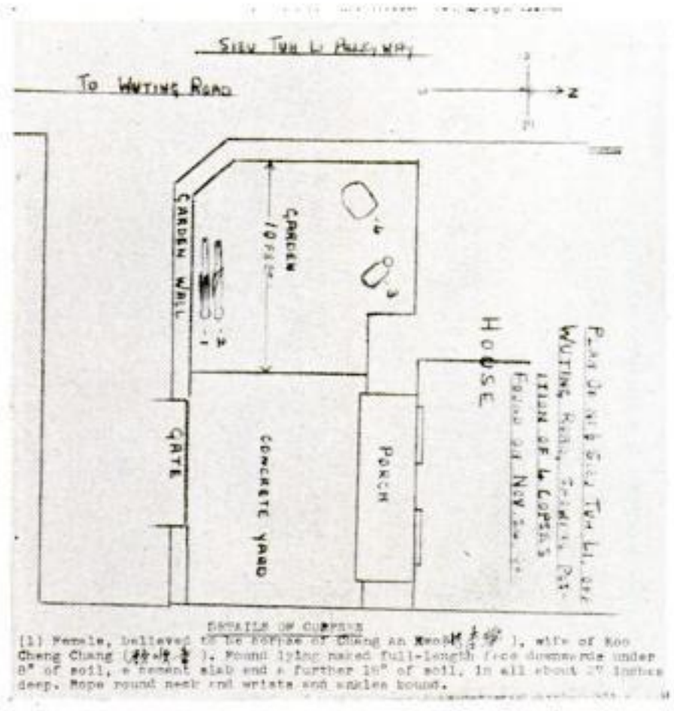
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CHOU AS FUGITIVE CONTINUED FROM PAGE 116

was broken and removed and only soil was found. Digging again commenced and a further 18 inches down traces of two bodies were found lying side by side parallel to the south wall facing north. Almost simultaneously traces of two other bodies were found on the north side of the garden. . . .

"At 3:30 p.m. Procurator Kuh Wei and Dr. Dang Ching . . . arrived and viewed the bodies.

"Dr. Wong the Municipal Police doctor then had the bodies



GRISLY GARDEN contained the bodies of four people Chou murdered in Shanghai. Police sketch shows their location (*upper left*). Document (*below*) describes how they were found. Besides these four and seven at another address (*see p. 116*), police wanted to ask Chou about five more murders.

removed from the soil . . . and the following was ascertained:

"(1) Body lying parallel south wall under 8 inches of soil, a cement slab, and a further 18 inches of soil, that of a young woman, naked, and bound with rope at the ankles, wrists and around the neck, believed to be body of Chang An Hwo, wife of Koo.

"(2) Body lying parallel to No. 1 . . . that of an elderly woman, clothed, and also bound with rope round the ankles, waist, and neck. Believed to be the body of Chang Loh Sz, mother-in-law of Koo.

"(3) Body in sitting position under two feet of soil on north side of garden. Legs were doubled back to neck and were tied together with hands with rope round neck . . . facing north wall. Believed to be body of Sih Lee, the brother of General Sih [commander of the 2nd Division of the 26th army].

"(4) Body in sack in north-west corner of garden under two feet of soil. Found to be body of a female about 16 years of age. Trussed up in same manner as No. 3. Clothed, and with cord round neck. Believed to be body of Yih Siau Mei [cousin of Koo]."

Seven more bodies were found at Nos. 33 and 37 Ai Dang Li, Rue Prosper Paris: Koo's brother and two sisters-in-law, Koo's father-in-law, the brother of a sister-in-law, his wife and the cook, one Ma Bee. The only victim not a member of Koo's family was Sih Lee, who was unlucky to be around at the wrong time. According to the *North-China Herald* of Dec. 1, 1931, Koo himself ran newspaper advertisements, offering a $3,000 reward for the murderers and putting the finger on Chou En-lai as the man responsible.

From Wong Lau Deu Ts the Shanghai police got the names of nine assassination agents under Chou En-lai. But they were most anxious to find Chou and a man named Hong Tsung Poo whose job, according to the British police summary, "was to secure isolated houses suitable for murders." Shanghai police wrote Hong Kong as follows:

"December 11, 1931

Sir,

I have the honour to inform you that the following described persons:

(1) Tseu Ong Lai, native of Hupeh, age about 40, strong build, medium height, fresh complexion, speaks French and Japanese. . . .

(2) Hong Tsung Poo, alias Hong Yang Sung, native of Yue Yao, Dzaushing . . . are wanted by the Shanghai Municipal Police and Chinese Military Authorities on charges of murder. . . ."

Eleven days later Hong Kong police answered as follows:

"Of the two Chinese names . . . the first one Tseu Ong Lai is well known to this Department as a leading Communist whose arrest we have endeavoured to secure for many months. . . .

"The other Chinese named Hong Tsung Po is not known. . . ."

It may be that this was what made it too hot for Chou in places like Shanghai and Hong Kong, for he next turned up as a leader of the Communist army's famous 6,000-mile Long March to Shensi in 1934. Henceforth he was one of the top Communist hierarchy, apparently a nice, plausible fellow. And in Shanghai he does not have to worry now about the law; he is the law. THE END

CHOU AS DIPLOMAT CONTINUED FROM PAGE 117

200 yards, surrounded the estate. The Swiss police kept a permanent five-man detail at the main entrance gate. The Chinese put their own guards inside the grounds and built a small guardhouse at the gate. Here one day appeared a certain Wang, a Chinese porter who had learned his French (he said) at Peking University.

Furniture purchased in Geneva (an estimated 50,000 Swiss francs' worth) began arriving. Wang ordered the delivery wagons to be unloaded at the gate. Refrigerators, washing machines, radios, chairs and tables were moved up the driveway by a staff automobile. Wang permitted no one who was not Chinese to take a step inside the gate. Chinese guards behind him glowered at curious sightseers.

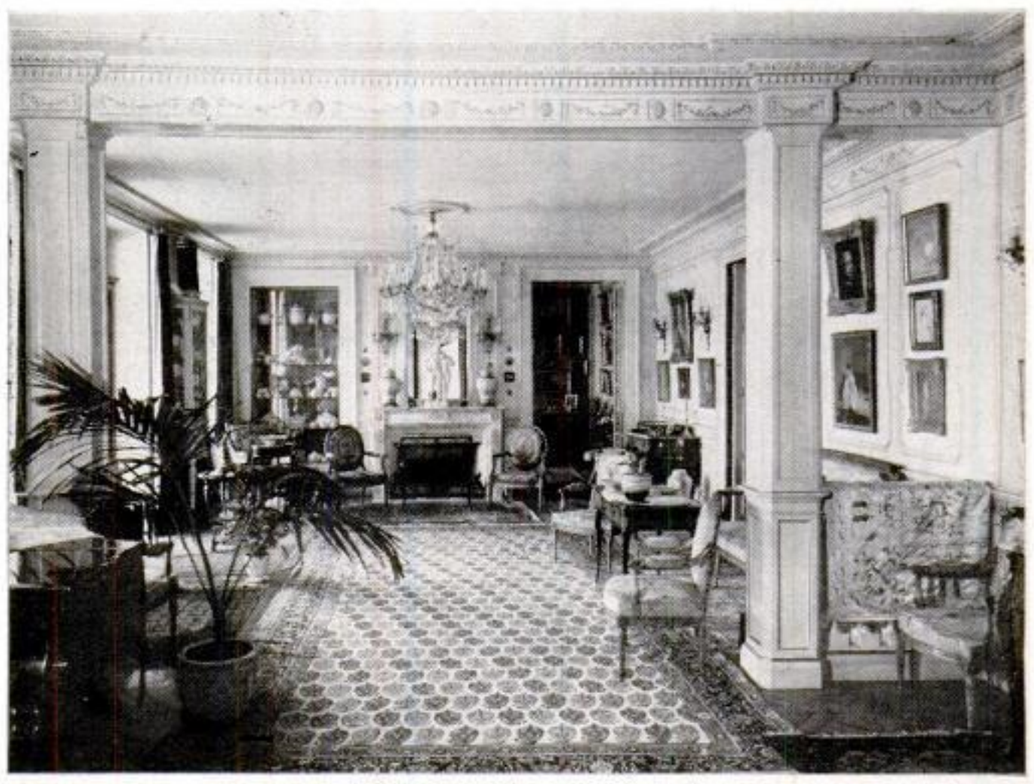
For their conference needs the Russians had organized a daily aircraft shuttle service between Moscow, East Berlin and Geneva. Russian transport planes now began flying in with crates of dragon-decorated Chinese furniture, tapestries, lamps, trays, small tables, cabinets. From East Germany a big armored Zis with double bulletproof windows and two Buick-type Zims rolled in with Chinese drivers and more guards. But three cars hardly met the needs of the delegation. Two Chinese gentlemen in black went into Geneva, bought five British Humbers, a Mercedes Benz, a Chrysler, hired five French Citroens (at 100 Swiss francs a day) and a couple of Simcas (at 80 francs a day). Now everything appeared to be ready.

On April 24, two days before the conference opened, Chou En-lai arrived by Russian plane from Moscow. At the airport Swiss officials greeted him while newsmen were held back by barricades. A brief, trifling incident marred Swiss composure. A Swiss watch firm had put up an advertising sign at the airport on which the flags of the 19 conferring nations were displayed. By a singular misfortune they had mistaken the flag of Nationalist China for that of Red China. Immediately a member of Chou's entourage spotted it. The offending flag was promptly changed.

In the armored Zis, with three carloads of guards following, Chou drove straight to Montfleuri. Was he pleased? Not more than a few hours later two Chinese gentlemen in black were observed speeding into Geneva. At Fleuriot's, the city's biggest florist shop, they leaped out, bought another carload of plants. After screening by Chinese secret servicemen, the additional plants went into Chou's conservatory.

There were now some 200 people in the Red Chinese delegation. Chou had brought his own doctor and medical staff, his own cook and cook's assistants, a personal housekeeper (one of 10 women in the delegation). There were nine or 10 news cameramen, a host of interpreters, propagandists, clerks, mechanics, drivers—and, of course, a secret service staff, headed by Li Ko-nung, boss of China's equivalent of the MVD. Some 50 Chinese were quartered on the Montfleuri estate but the rest had to be scattered through Geneva hotels and in a private apartment.

In the hotels the Chinese refused to yield up their room keys, and



ORNATE PARLOR of Chinese Communists' rented villa at Geneva was lush enough for its millionaire owner, who furnished it as shown above. But Chou had it completely redecorated and equipped with furnishings flown from China.

they protested the habit of Swiss bellhops and maids of entering rooms with master keys. Just to confuse the Swiss further the Chinese began switching rooms. Swiss officials began to realize that they had no sure means of determining the number of Chinese Communists entering or leaving the country. Meanwhile the Chinese signed their meal checks in Chinese characters and refused to give tips. It was not

CONTINUED ON PAGE 120

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OBSTINATE GARDENER Jules Marandaz refused to move off estate until Chinese bought his produce and pigs, decorated a new apartment for him (*above*) where he sits with family amidst gifts of Chinese cigarets and cognac.

CHOU AS DIPLOMAT CONTINUED

long before the staff of one hotel began to talk of a protest strike.

For a while it was possible to tell the relative position of any Chinese delegate in the Communist hierarchy by his clothes. The top-level boys wore a kind of uniform obviously modeled on the buttoned-up jacket and high collar worn by Mao Tse-tung, just as Stalin's boys used to imitate the dictator's high-necked tunic. From this austere getup the tailoring ran down through seedy Western-style clothes to a kind of floppy zoot suit with bell bottoms. But soon all this changed. The Chinese comrades descended on Geneva's flossy department stores and were soon strolling about in new Western clothes. They also bought nylon stockings, ballpoint pens and American cigarets. At one shoestore two Chinese bought five pairs of shoes each. When presented with the bill one of the Chinese produced 15,000 francs from his pocket and asked the sales clerk to take the required amount, about 800 francs.

At Montfleuri, Chou and his staff have dined on food flown in from China and Russia. The Chinese at the hotels have eaten Western food. At the swank Hotel Beau-Rivage last week one Chinese finally lost patience, called for a plate of noodles, doused it with Worcestershire sauce and ate with a relaxed smile. They have visited Swiss cafes in small groups, seldom alone, and have not been observed to drink anything stronger than light beer. None has been seen in either of Geneva's two Chinese restaurants.

A limited amount of fraternization with the Russians and the Vietminh has apparently been permitted, but none with the Swiss and none with Geneva's several thousand Communists who have gazed wonderingly at the international, but frigid, brothers. By 11:00 every night, as by a curfew signal, the Red Chinese have disappeared from the streets. Not for them the fleshpots of Geneva, but the deep, deep boredom of the cell meeting and the nightly orientation talk. It was a life which had Porter Wang wondering.

"In Geneva," he asked a Swiss guard, "are there many *poules?*" (Literally, "chicken"—the variety that wears nylons.)

"Well," said the Swiss, "it's as you would find it in any French-speaking city."

"Ah," sighed Wang.

"How is it in China?" asked the Swiss.

"In new China," said Wang, "they are all in factories."

It would be an error to imagine that barbarians make up the delegation. The majority are graduates of China's universities and a few are U.S. college graduates. Many speak fluent English. Westerners formerly stationed in Chungking have recognized a number of former acquaintances, but efforts to renew old ties have had little success. Such has been the case with Madame Kung Peng.

Former Chungking correspondents remember her as a vivacious Chinese woman, Chou's press officer in 1943, a Communist liaison officer with the Marshall mission in 1946. Reminded by a correspondent of a dinner she had been given at the British embassy in Chungking, Mme. Peng was covered with confusion. At the first Chinese press briefing she made an appearance at the official table and objected when newsreel photographers tried to take her picture as she lit a cigaret. She has made no public appearance since then, remaining in seclusion at the Hotel Beau-Rivage, a brooding, grave-faced woman in a filmy blue dress.

No day has passed without tourists peeking through the gates of

CONTINUED ON PAGE 122

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LIFE MAKES EXPLORERS

Photography has played a big part in my life. One of my first assignments for the American Museum of Natural History in New York was to study and photograph whales in Alaskan waters. That was in 1908.

I continued to work with aquatic mammals for eight years. The photographs I took of them helped me to start lecturing and writing. Later, on expeditions to the far corners of the world, I found photographs made records that were indispensable.

Naturally, then, I have had from the first a special liking for a magazine that gives me the sort of superb pictures that LIFE does.

Still, as an explorer myself, I can't help feeling a little jealous of LIFE for the way it makes explorers of all its readers. For, if you read LIFE regularly, it will take you everywhere eventually, and give you very much the same sharp perception of every scene as does a personal trip to the spot.

When I reached Urga in remote Mongolia on the expedition that first found dinosaur eggs in the heart of Asia, I said: "Some day there'll probably be a railroad in this place." I now read the Soviets are building one. I fully expect we'll all see that railroad in LIFE, though I have no idea how the trick of getting the pictures will be accomplished.

I think LIFE's standing as an explorer can be established by a story in the recently published book *Seven Years in Tibet*, by Heinrich Harrer. He tells us that in the forbidden city of Lhasa half a dozen copies of LIFE are received and read every week!

I would like to suggest that LIFE's series, "The World We Live In" be published in book form. It is extraordinarily well done, comprehensive and at the same time comprehendible—a great thing.

And what other magazine has anything like that wonderful color spread of the midnight sun around the clock?

In fact, you can be sure that any important event anywhere in the world—politics, science, entertainment, any phase of endeavor—will be reported in LIFE, the text done in an authoritative way, the pictures a thrilling education.

by DR. ROY CHAPMAN ANDREWS,
Noted Author and Explorer



How I feel about LIFE

"Please stop my itching torture!"



Sergeant's stops scratching due to all these causes

If your dog scratches, he's telling you something's wrong. Fleas, lice, fungus —all these common causes of scratching can now be stopped quickly with Sergeant's powerful SKIP-FLEA *SCRATCH* Powder. One powder now relieves the causes of itching torment!

A good bath with Sergeant's SKIP-FLEA Soap or new SKIP-FLEA Shampoo followed by regular dustings with Skip-Flea *Scratch* Powder—and you can say goodbye to your dog's scratching! Skip-Flea *Scratch* Powder deodorizes him, too.

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the easy, safe, sure way with the Ann Delafield Reducing Plan. Lose up to five pounds a week *without* starving . . . *without* counting calories . . . *without* drugs. You get a big beauty book of appetizing menus and health tips that give you new pep and energy, *plus* a 30-day supply of Appetite Reducing Wafers, *plus* a 30-day supply of essential Vitamins. Start today . . . it's easy, it's fun! Only $6.95 ($5.95 for repeat package) at Rexall Drug Stores everywhere.



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Montfleuri. They should have come at night, for Chou's schedule is the same as that of his old master, Josef Stalin. The house lights at Montfleuri, like those of the Kremlin, have burned through the night. In the early hours the teletype circuit connecting Montfleuri with Berne and thence by radio with Shanghai has run hot with a load of coded European letters. Not until the time the Swiss milkman has delivered his eight quarts of milk at Wang's lodge has quiet returned. The Swiss guard has been ordered to keep it that way until noon.

From the front terrace at Montfleuri there is a view across the turquoise waters of Lac Leman with its swans and sailboats to snowcapped Mont Blanc. In the early afternoon Chou and his staff have strolled on the terrace. Except for the Swiss guards, who were entertained at dinner shortly after Chou's arrival (they were delighted with the jasmine tea), not more than half a dozen foreigners have seen Chou at home. Among the privileged were India's V. K. Krishna Menon and British Member of Parliament Harold Wilson, onetime Labor party president of Board of Trade. Wrote Wilson, "We were entertained with typical Chinese hospitality, with food flown over from China, chopsticks and all."

Later Wilson had an hour-long session with Chou on trade with China. "He obviously understood English and made no attempt to hide it, laughing at humorous references without waiting for the interpretation and occasionally expressing agreement. But he spoke only Chinese. We found him an extremely impressive personality. . . . He was entirely friendly and warm in all his dealings with us. . . . He had a quick sense of humor and seemed to delight in answering our questions with no attempt at evasion."



GIFT FLOWERS in books of prints were given by the Chinese to other delegations.

American diplomats who remember Chou in Chungking remember him exactly that way (they used to call him "Joe"). But they also remember how he led the Americans up the garden path, and they shake their heads sadly for the British. The garden path the British are treading is disguised as a "Hundred Million Dollar" trade order. How would moneyless China pay for the goods it wanted? A transfer of credit from Russia might be arranged, Chou suavely hinted. And then there was Red China's "substantial invisible income" (*i.e.*, money extracted and extorted from Chinese living abroad).

Dining with British Foreign Secretary Anthony Eden at the Hotel Beau-Rivage a few days later, Chou wore Western dress for the first time in Geneva: an impeccable navy-blue suit, navy-blue tie and white shirt. An interpreter hovered at his shoulder throughout the meal and a phalanx of guards was lined up in the hotel foyer. But Western diplomats accustomed to dealing with Communist leaders have come to ignore these emblems of fear. "Very impressive," said Eden afterward, adding, as though there might have been some misapprehension, "I told him what side we were on."

Chou En-lai's strategy in Geneva has gone far beyond Indochina and Korea. More important to him than the overpopulated paddies of the Red River is the need to obtain a place in the United Nations and to drive Nationalist China out. Already his men have been studying such U.N. outfits in Geneva as the International Labor Organization and the World Health Organization, and have made tentative contacts with Nationalist Chinese who occupy jobs in those offices. Geneva is a more convenient place for contacts than Peking or Shanghai, and people from all over the world have been coming to Chou's Geneva office seeking favors, business contacts, permits for travel and shipping arrangements. To cope with this traffic Chou is negotiating the purchase of several buildings in Geneva for the establishment of a large consulate and commercial center.

In playing for recognition of Red China as one of the world's four great powers, Chou is also playing for recognition of himself as a world leader. One sees this in the rigid protocol observed by the Communist delegations at the conferences. At the 5 p.m. break in the Korean plenary sessions Molotov went first to Chou's side, then to the side of Communist North Korea's foreign minister, Nam Il. The order of the speechmaking on Korea was 1) Nam Il, 2) Chou En-lai, 3) Molotov, giving the Russian the most prominent place as diplomatic clean-up man. But for the Indochina

CONTINUED ON PAGE 125

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The Chevrolet "Two-Ten" 4-Door Sedan. With three great series, Chevrolet offers the most beautiful choice of models in its field.

How Chevrolet's Powerglide helps the happy couple make a smoother (and thriftier) getaway . . .

Well, sure. Even the performance of that new Chevrolet with Powerglide can't steal much attention away from the bride and groom. Not today!

But, on any day, this *different* automatic transmission offers special advantages worth a lot of attention when you're thinking about buying a new car.

YOU'LL NOTICE THIS DIFFERENCE the minute you start. Nudge the accelerator and you're gone! Powerglide's automatic starting and passing range moves you out instantly, positively, and swiftly. Powerglide performance is as smooth as wedding gown satin all the way.

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DOWN TO THE SMALLEST DETAIL, driving is easier and more convenient. You start the engine, for example, in "Park" as well as "Neutral"—a handy advantage when you're parked on a hill. Then "Low" and "Reverse" are side by side on the control quadrant for easier rocking out of sand, mud or snow.

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"Continental Special" the "Gourmet's beer"
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sessions the batting order was changed: 1) the Vietminh representative Pham Van Dong, 2) Molotov, 3) Chou En-lai. At the close of meetings Molotov has left first, then Chou, then Nam Il or Pham Van Dong.

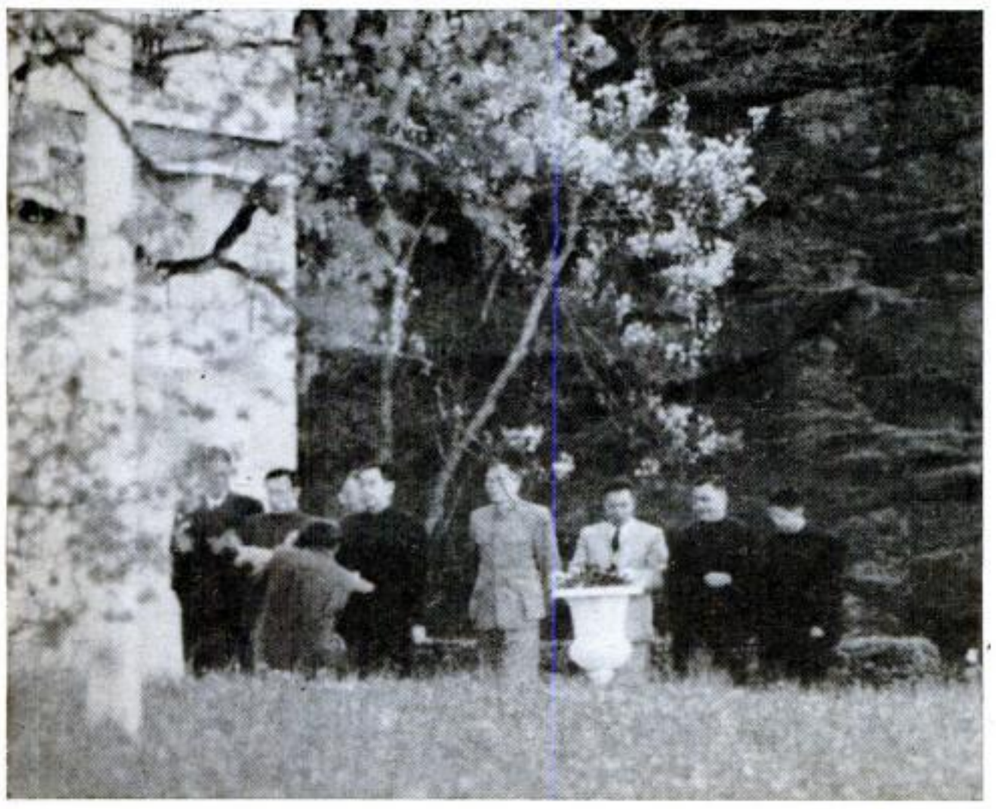
Chou is still second to Molotov, but his stature among the Communists has grown during the Geneva talks. In the conference hall he has sat impassively, a bulky figure with graying hair. Though he read his pronouncements imperturbably, on occasion he has been an energetic speaker, his broad, coarse face full of animation, his heavy eyebrows raised in scorn or humor, his short thick arms gesticulating. Thirty-four years ago Chou En-lai was a coal miner in France, a worker in Paris' Renault auto plant. He is still young enough (55) to outlive both Mao and Molotov—perchance even Malenkov (the Russian casualty rate being what it is)—to become the world's No. 1 Communist.

The obstacle in Chou's path is the United States. He knows that his charm and good humor no longer count with Americans. Thus he reserves for the U.S. his most vituperative rhetoric. The policy of the U.S. delegation not to recognize or fraternize in any way with the Red Chinese delegation hurt Chou's vanity. He seeks reprisal. Through Humphrey Trevelyan, Britain's chargé d'affaires in Peiping who is currently in Geneva, the U.S. made tentative overtures for the exchange of Chinese prisoners for U.S. civilians interned in Red China. Chou let the talks develop to a hopeful stage, then had his press spokesman snarl, "If the U.S. wants to go on with this they must come to us direct." U.S. Ambassador to Czechoslovakia, U. Alexis Johnson, a member of the Geneva delegation, is currently negotiating directly with the Chinese for the release of 54 U.S. civilians and 29 U.S. military personnel now held in China. Since General Marshall's disillusioning experience, most American diplomats know Chou En-lai for what he is—a ruthless intriguer, a conscienceless liar, a saber-toothed political assassin. But he is new to Europe. If Europe wants to be fascinated he will fascinate Europe.

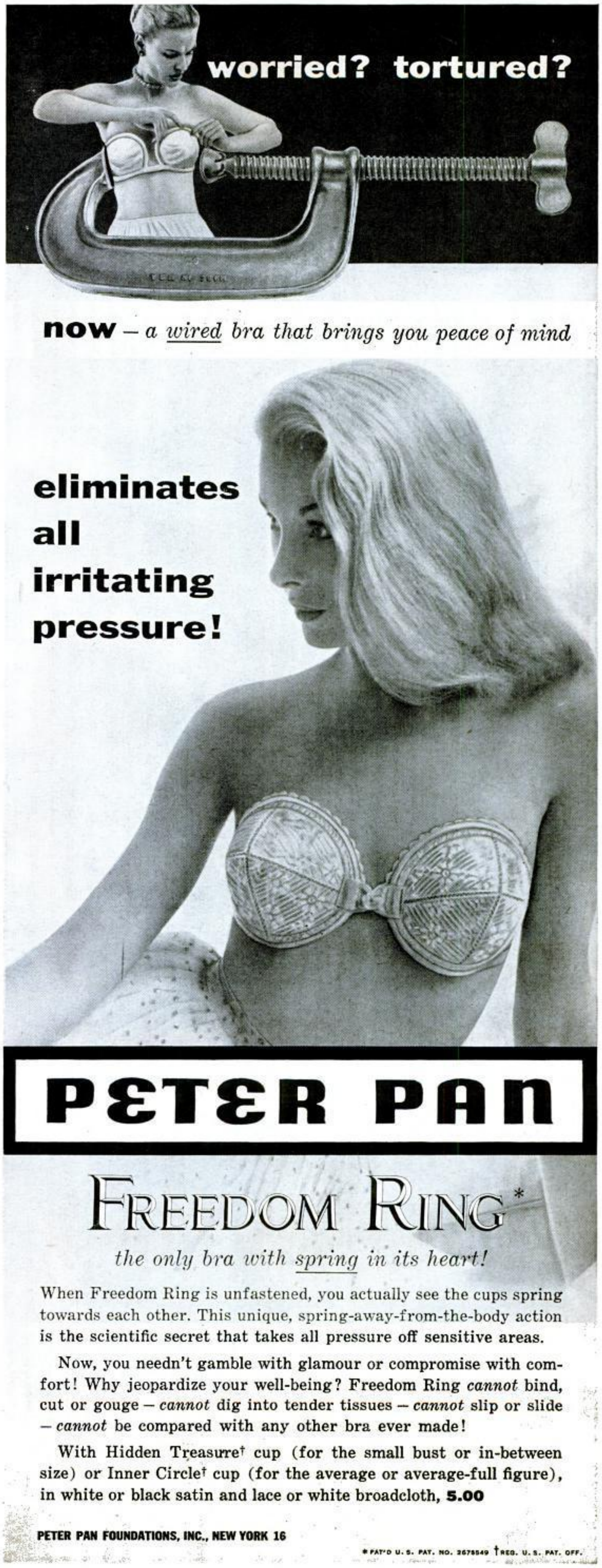
Chou had been in town only a few days when Chinese messengers came bearing gifts to the leaders of the other delegations. The gifts were Chinese art portfolios, books covered in silk brocade, bound with ivory clasps and made up of the finest handmade paper. One such book I examined held some 150 exquisite Chinese prints. The principal subject: flowers.

One evening a few weeks ago, long after the delegations had left the conference hall, a newsreel photographer noticed a man standing in the inner courtyard. The newsreelman stepped up with his camera whirring. It was Chou, quietly walking in the garden. He posed.

To Montreux's famed spring festival, the Fête des Narcisses, a few weeks ago went 70 members of Chou's delegation. Debarking from their buses they walked among the fields of narcissuses like figures in a Chinese scroll. And two weeks ago a young Chinese woman stopped off at Le Breuil's Geneva shop and bought 300 potted plants, mostly geraniums, begonias and salvia, to add to the philodendrons, cocos plants, maranta, kentia, ficus, dracaena and rubber plants already stuffing Grand Montfleuri. A Chinese proverb says, "In a lovely garden hides the tiger."



"TIGER IN THE GARDEN" at Geneva, Chou (*fourth from left*) is caught with a telephoto lens as he gathers with his staff at villa, Le Grand Montfleuri.



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HEADING FOR HUNTING GROUNDS at 7 a.m., party walks out on wide mud flats of Discovery Bay. Geoducks live farther out than ordinary clams and can be hunted only at unusually low tides.



REACHING FOR A GEODUCK, CLARENCE EASTON

Life Goes on

PARTY DIGS IN OOZE TO GET GIANT CLAMS

Most edible bivalves weigh but a few ounces, lie only a few inches beneath the sand and, once located, are easily captured. But laying hands on the geoduck, a giant clam which is found around Puget Sound involves a formidable excavation procedure. The geoduck, locally pronounced "gooey duck," lives in muddy tidal flats, lies three feet under the surface and weighs up to 12 pounds. Despite difficulties, digging for geoducks is a prime sport for hardy hunters who do not mind being up to their armpits in ooze when there is chance of coming up with several pounds of sweet clam meat.

Recently a hunting party of veterans, clad in hip boots, and teen-age neophytes, including two princesses from a local rhododendron festival clad in saddle shoes, set out near Port Townsend, Wash. They located geoducks by spurts of water shot through a two-foot neck, which the clams retract when danger threatens. In two hours, sinking open-ended cans around the path of the withdrawn neck, the party soon bucketed a dozen geoducks. Grimy and soaked to the skin, the novices were eager to try again. "Only next time," exclaimed a rhododendron princess, "I'm gonna wear hip boots."







SMILES (*LEFT*), GRITS TEETH (*CENTER*) AS THE CLAM SLIPS, YELLS HAPPILY (*ABOVE*) WHEN GRIP HOLDS

a Hunt for Geoducks



GALLANT GEODUCKER Duke Martin carries Kay Sooy piggyback across the cold, crab-infested tidal pools of Puget Sound which had to be traversed by party in order to find the best geoducking.

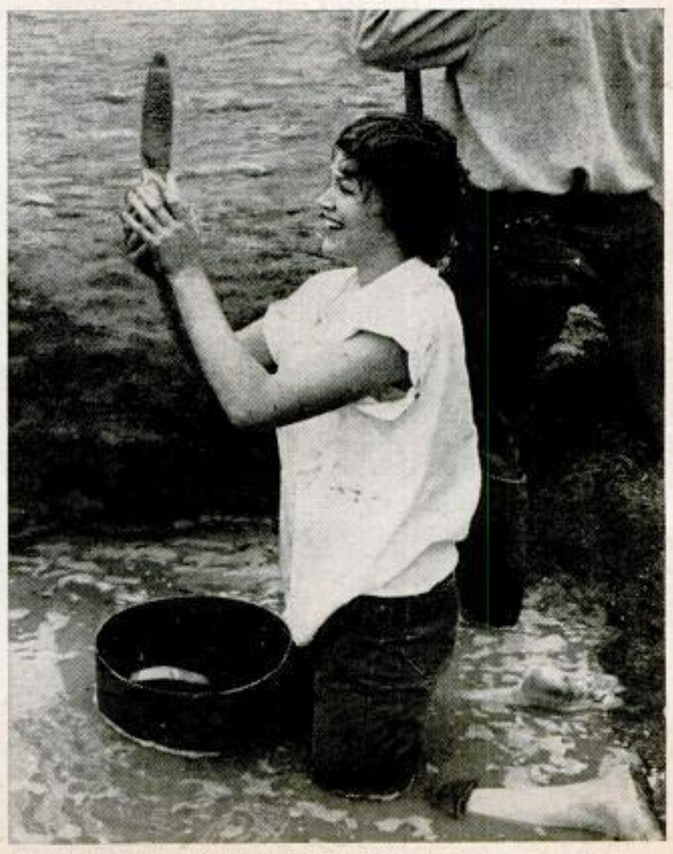




EAGER NOVICE Betsy McCurdy, legs held above water by a friend, goes headfirst after a geoduck.



GOING DEEPER into the metal caisson which surrounds her prey, Betsy kneels in the cold water.



WET BUT TRIUMPHANT, huntress holds up a five-pound geoduck, its long neck partly retracted.

← **AFTER THE HUNT** contented geoduckers dry off before a beach fire before heading home with catch.

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Tan gloriously

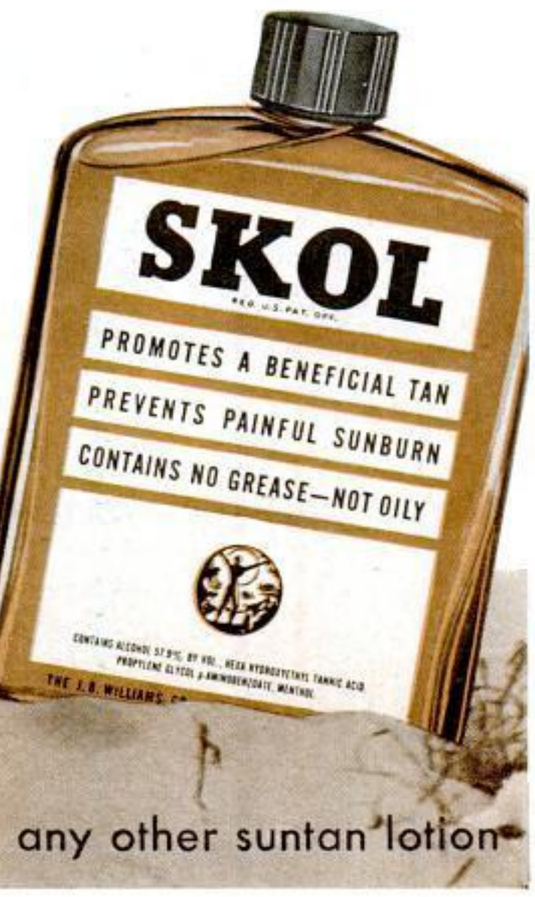


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Now get a lovelier, smoother tan . . . faster . . . with Skol's exclusive formula

● You can be a sun-goddess without a care . . . get the most strikingly beautiful tan of your life, when you smooth on marvelous new-formula Skol. **Two recent dermatological discoveries**—used only in Skol—scientifically screen out the rays that scorch and burn . . . filter in all the tanning rays to turn your skin a lovely, tawny tan.

This new Skol formula lets you play in the sun hours longer—tan faster, **more safely and comfortably.** Non-greasy, non-oily Skol doesn't pick up sand. Also in plastic bottles.



"Skol," Reg. U.S. Pat. Off.

Used by more people than any other suntan lotion



COLLECTING EQUIPMENT before leaving beach, Betsy McCurdy, Kay Sooy and Jan Lewis tote can and shovels. Geoduckers call shovels "clam guns."



BRINGING HOME THE BIVALVES, Dick McCurdy and Jack Freeman carry half day's take. Geoducks are scarce so law limits hunter to three a day.

CONTINUED ON PAGE 131

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Now you can cook Fresh Vegetables without boiling away that garden-fresh flavor

Spry makes the difference!



Here's All You Do!

For beans — melt 2 tablespoons of Spry in heavy saucepan. Add 1¼ lbs. of sliced beans, salt, pepper, ¼ cup water. Mix lightly together. Cover and cook over medium heat 18 minutes, or until tender.

For carrots — melt 2 tablespoons Spry, add 3 cups of sliced carrots, salt, 2 tablespoons water. Cook as above for 13 minutes.

When you cook your vegetables this way, there's no liquid left to drain off . . . so the vitamins and garden-fresh flavor are in the vegetables. They'll taste wonderful, or Lever Brothers will return your money.

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Real fun eatin' for any hoe down!

Once Iowa maidens—who knew it took more than a pretty face to please a man—bought Rath's picnic meats for those beau-catching sandwiches auctioned at socials in ribboned boxes.

But now they belong to the world!

Is your taste Continental? Reach over for the pepperoni, salami, braunschweiger or liverwurst. You'll think you're at a sidewalk cafe in Europe! Is your taste more American? Well, bless you, Rath has bologna, boiled ham, smoked sausage and just about any kind of luncheon loaf you can imagine. And—oh yes—the juiciest franks that ever snuggled into a bun!

All are from selected beef and cornfed pork, temptingly spiced. You'll find them at the butcher counter, or pre-sliced in vacuum-sealed packs at the self-service cases.

There are 24 varieties—but they're all so good you're going to find it mighty hard to pick your favorite!



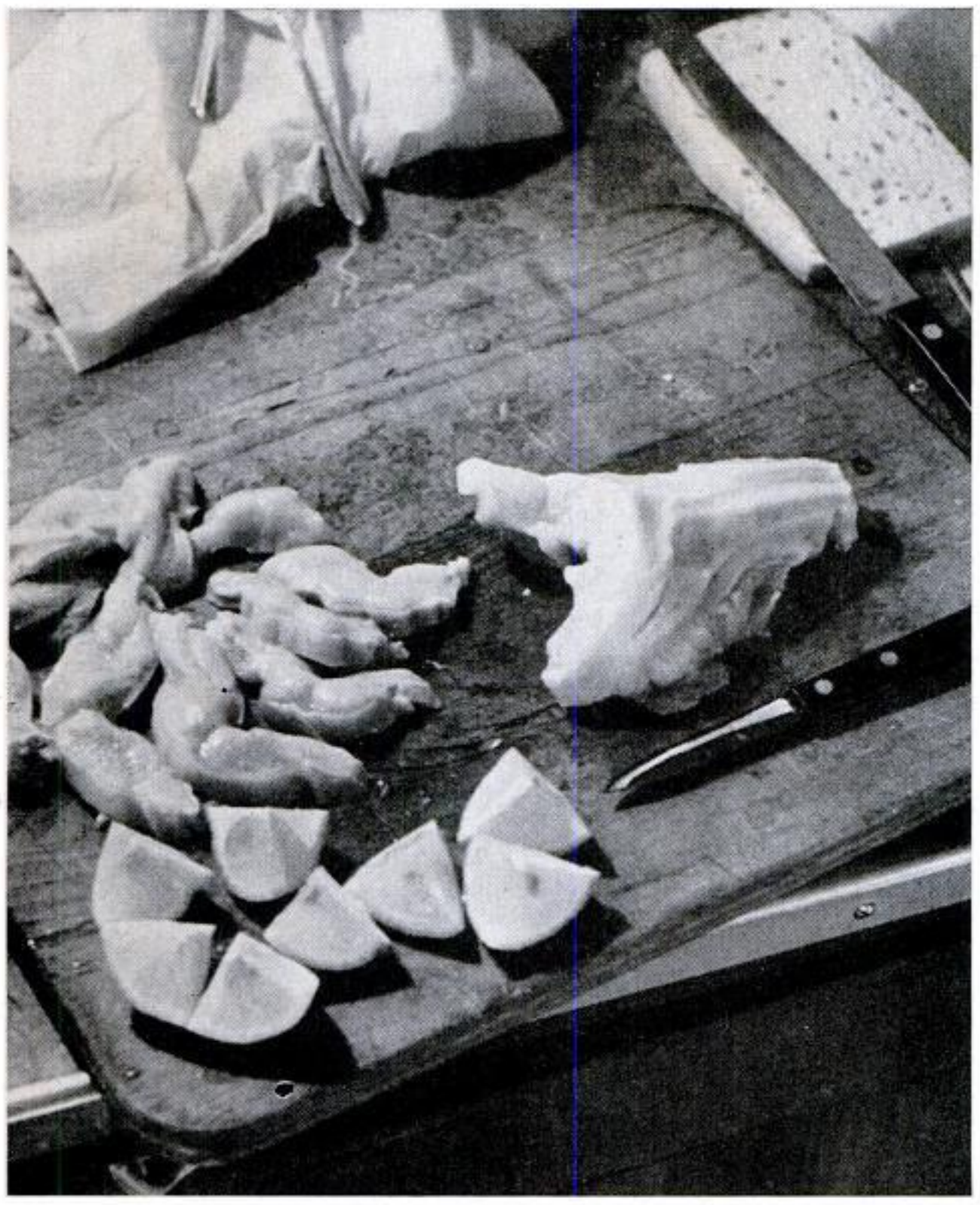
Rath makes over 1000 meat products — but when you try any one it's one in a million!

Rath Black Hawk Meats

FINER FLAVOR FROM THE LAND O' CORN

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Geoduck Hunt CONTINUED



FILLETS OF GEODUCK are laid out before cooking. For best flavor they are rolled in a mixture of flour and corn meal, fried, then served with lemon.



FILLING UP ON GEODUCK, party enjoys results of hunt. Everyone tried the clam meat, but some of the younger hunters quickly switched to hot dogs.







Yes, here's *iced tea*—so flavorful, so refreshing, so wonderfully satisfying—you'll *never* switch brands again! It's the new leaf, the young leaf, the *flavor* leaf that does it. Pick the Bright Red Box with the Smiling Cups—*Tender Leaf Brand Tea*. Loose or in tea bags—it makes the *richest* iced tea you ever tasted!

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BUMP ON RUMP AT JUMP

A winner of some 80 riding trophies, Jean Knapkin at age 12 is a British horsewoman of proven ability and poise. This month at the annual Chester show she mounted her pony, Patch VIII, and set out after new honors. Patch fairly flew over the first six hurdles. But on the seventh he faltered, tripped the striped four-foot bar with his front hoofs and sat down hard on the turf with Jean standing stiffly in the stirrups. He stayed in this unponylike position long enough for Photographer John Walker to snap the picture above and for Jean to kick off the stirrups and jump clear. Patch was disqualified, and had to sit out the rest of the competition, but Jean, unharmed and unruffled, took another pony named Cinders and went on to win the Juvenile Jumping title.

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this diamond...

was well known throughout
England on late 19th century playing cards,
especially designed to commemorate
Queen Victoria's Diamond **Jubilee.**

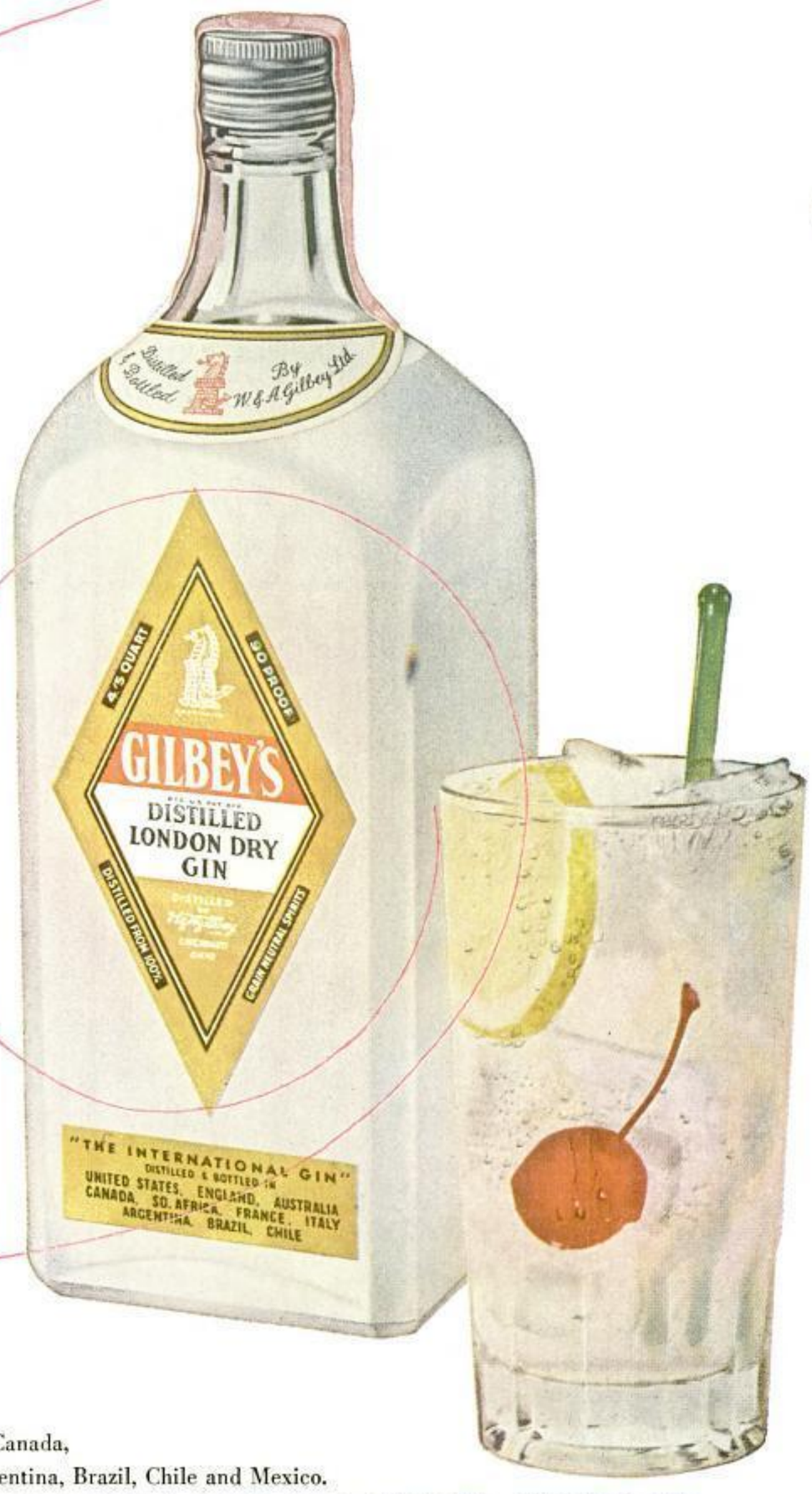
this diamond

is well known the world over today. It's the label for the *one* gin that's **dry...clear...** the **right proof** (90 proof)...
and the **right taste...** never harsh, ALWAYS smooth.
ALWAYS look for Gilbey's famous **frosted bottle.**



The world agrees on

"GILBEY'S please"



THE INTERNATIONAL GIN—distilled and bottled in the United States, England, Canada,
Australia, South Africa, France, Italy, Argentina, Brazil, Chile and Mexico.

GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO

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Why so many of America's "first ladies" prefer America's "first cigarette" CAMEL



Mrs. Charles Brooks Armour

Popular young matron of the eminent Chicago family, Mrs. Armour chooses Camels — for herself and her guests. She says, "Camels are delightfully mild, with a richness of flavor all their own!"



Mrs. Francis P. Sears Jr.

An enthusiastic horsewoman in Boston's brilliant society, Mrs. Sears says, "Most women like a mild cigarette — and I'm no exception. That's why so many of my friends and I chose Camels!"



Mrs. Stuyvesant Fish Morris IV

One of New York society's most charming young members, Mrs. Morris prefers Camels "because I so thoroughly *enjoy* Camels. To me, no other cigarette is so flavorful and so mild!"

for Mildness...for Flavor...

Camels agree with more people than any other cigarette!



R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.

Look to the lovely leaders of society for the cigarette that's most *acceptable* in the most homes! Year after year, Camels lead all other brands—for mildness, for flavor, for pure *pleasure.* Matter of fact, newest published figures show Camels again have *increased* their lead over the next brand—now to $50\frac{8}{10}\%$—the biggest lead ever! Clearly, Camels' costly tobaccos *must* be most enjoyable! Why don't you try Camels—*and see.*



Make Camels' 30-Day Mildness Test

Smoke only Camels for 30 days. See how their cool mildness and rich flavor agree with you. See what you've been missing!

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